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PAID UP DEPOSIT

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII. NEW YORK, SEPTEMBER 4, 1895.

No. 10.

.... The

St. Louis Republic

Daily Average Circulation for 365 days in 1894,

57,335.

Sunday Average Circulation for 1894,

65,569.

Average Semi-Weekly, each issue for 1894,

125,384.

Sunday Average, Aug. 1, 1894, to Aug. 1, 1895,

66,033.

The St. Louis Republic has a larger circulation than any other morning daily published in Missouri.—*Printers' Ink.*

Proofs of circulation furnished in any practical manner suggested by an advertiser.

Rates quickly furnished by

THE REPUBLIC, St. Louis, Mo.

Or at New York Office, 146 TIMES BUILDING.



ATLANTIC COAST LISTS

Prosperity—

The great crops now being harvested insure it.

The country people will have more money than they ever saw before.

Mortgages will be paid.

Necessities and luxuries will be purchased.

The pocket-books of the country people will be fat with the money received for their crops.

It is a time of prosperity with them.

One-sixth of all the country readers of the United States reached weekly by the 1450 local weeklies of the Atlantic Coast Lists.

Half a cent a line a paper for transient advertising.

Quarter of a cent if 1000 lines are used during a year.

Catalogue and estimate for the asking.

ATLANTIC COAST LISTS,
134 LEONARD STREET, NEW YORK.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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DIXEY ON DIXEY.

ADDISON ARCHER ASKS WOLSTAN DIXEY ABOUT HIS ADVERTISING AND HIS DIVERSIFIED EXPERIENCES—AN INTERESTING INTERVIEW.

Mr. Wolstan Dixey, well known as an ad writer, recently took the prize for ad writing in the PRINTERS' INK contest. He writes the Powers style

—is a genial young man of diversified experiences — all of which help him to write advertising successfully. He was an editor for a number of years; a contributor to the *Ladies' Home Journal*, the *Harpers' publications* and the *Youth's Companion*, and wrote the attractive and successful quick-winding Waterbury ads. He also wrote a book called "The Trade of Authorship," and it obtained a profitable circulation among people who do not buy books if they can help it, because they make books themselves.

This is because Dixey knew how to advertise it, and thereby hangs the interesting tale that I shall tell in the course of the interview that I had with Mr. Dixey up in his office on the fifth deck of the World Building. Here are the questions I put to him, with the answers I got:

WHAT AN AD WRITER IS WORTH.

"How much do you think an ad writer's services are worth?"

"What they fetch. A man's serv-

ices generally average to be worth about what he gets for them. If he is sometimes paid more than he earns the balance is usually due to his reputation, and he has probably earned that some other time. He is paid both for reputation and skill; if he furnishes both he earns his price, whatever it is."

"But isn't the price startling sometimes?"

"It is hard to compute the exact value of a given service; an ad that sells a stick of chewing-gum may be just as good as one that sells a whole township; but there's a difference in importance. Shrewd advertisers are willing to pay in proportion to what they expect the writer to accomplish. It is the inexperienced ones that ask for a dozen one-dollar ads that will go right out and shake up the country and double my business."

"Do you think an ad writer can write about a man's business as well as the man himself can?"

"Better. Unless the man has nothing else to do but write his ads, and is uncommonly skillful at it. Even then the trained ad writer can help him."

NEEDN'T KNOW IT ALL.

"How can he know as much about a man's goods in a certain line as a man who has been in that business, and that business only, all his life?"

"He can't. He doesn't need to.



WOLSTAN DIXEY.

The people who buy the goods don't want to know everything about them; they want to know what they want to know, and that's all. The business man tries to tell them something else, and they won't have it. He knows so much about his business that he wants to get it all in at the top of every ad. So many facts get in his way when he writes. He gets tangled up and falls over them, like a man trying to walk with two canes and an umbrella. The facts are all good in their place, but some few of them are worth all the others put together for advertising. The point is to pick out these particular facts and use them skillfully. If a merchant could forget, for the time being, two-thirds of what he knows, and remember what his customers are thinking about, he would write better ads."

"But don't some business men know a little bit about ad writing themselves?"

"I speak of the natural tendency of the average merchant and manufacturer. Now and then there is a business man who knows how to forget and remember at the right time; he has all the special ability of an ad writer, and more, and can write his ads better than the writer can; but the two together can do better than either of them. This fact is generally recognized by the few men who are capable of writing their own ads; they are the readiest to appreciate the services of the ad writer. He adds some ideas to the general stock. It is on the same principle that 'father and I own forty cows; father owns thirty-nine and I own the other one.' That 'one' is worth having."

A BOOMERANG WORD.

"Do you believe in the use of the word expert?"

"Yes, when you mean expert. But it's a boomerang of a word. When a man uses it he must be ready to dodge."

"Is the demand for expert ad writing on the increase or the decrease?"

"On the increase decidedly, for what is really expert, for sensible, skillful, straightforward writing. I don't think the eccentric, fantastic style of advertising is gaining any ground, although, of course, it will be kept up here and there, spasmodically, and sometimes it will be successful."

"Do you think the tendency is toward using too much space or too little?"

"Small advertisers generally use too little—big advertisers too much. No, not all of them; some use just enough, and that's as good as a feast. If the advertisement is big enough to make the right impression—to be seen and read, and to say what you want to say—anything more is waste; but the biggest waste is in coming just short of what is needed. Too much space, if it is well filled, is a good fault. The object of advertising is to make money, not to save it. Advertising should be aggressive, and should make so much money that you can afford to burn a little in extra space."

"Is there any line of business that isn't advertised that ought to be?"

"Every line of business that isn't advertised ought to be, without exception. Of course I'd say that; that's a bald-headed commonplace. True, just the same."

WORDING IS EVERYTHING.

"Which of these three things is the most important—position, wording, display?"

"The wording is the most important part of the whole business. The wording is what you have to say to people. You've got to say it. You can't show your goods; you have to tell about them. Position and display count, but both together don't count for as much as the wording. Words carry ideas. Ideas sell goods. You've got to hook ideas into people's minds, if you want to get hold of them and pull them in. An ad gets nowhere till it does that, no matter how big it is or how well placed. What's the use of talking to a million people if they don't believe what you say?"

"You don't mean to say you think the writing of ads is more important than the placing?"

"Yes, if you simply mean selecting mediums. But an advertising plan includes more than that. It's like a military campaign. The general plan is the strategy; the ads do the fighting: Poor troops defeat good strategy; foolish strategy sacrifices good troops. The campaign must be right at both ends."

"When things are wrong do you know how to make them right?"

"I don't know half as many things about advertising as I used to, but what I know I'm sure of. I used to notice that advertising would sometimes hit and sometimes miss, and I couldn't see any reason for it. I no-

tice the same thing nowadays, but I *do* see reasons for it most of the time, and when I don't, I know the reasons are there just the same, and that careful study will dig them out."

"What are you sure of, for example?"

"I'm sure that good advertising always pays. I am sure it will increase any well-conducted business, and, I am sorry to say, it will sometimes do the same for a poor business."

"What do you mean by good advertising?"

"By good advertising I mean good all through. Good matter; enough of it; and placed before the right people. There was a time when I imagined that advertising of any sort would pay if you did enough of it, and another time when I thought a little of it would pay if it was good. Now I know that to get the full benefit of advertising it must be both good and enough."

"Do you believe in cuts?"

"Yes, indeed. Whenever they will help to make an ad attractive or illustrate an idea. An ad ought to be just fit for its purpose; shaped for the work that's cut out for it to do. If a cut will help it, use one. The same way with a border, or big type, or a headline. It's all a matter of judgment."

"Do you know good advertising when you see it?"

"I believe I do. I am no stickler for a particular style of writing or display. I believe there's more than one way to kill a cat. But don't club her to death or jump on her; that isn't artistic; you can do it easier and quicker some other way."

"But suppose the inartistic ad sells goods?"

"I readily acknowledge that an ad is no earthly good unless it sells goods."

"The more it sells the better it is. It isn't as good as it ought to be unless it sells all it can be made to sell. If it hits nine people because it's plain, and misses the tenth because it's ungrammatical, it ought to be made grammatical and hit the whole ten. If it pleases nine and offends the tenth for any reason, it's only nine-tenths as good as it ought to be. You can't make an ad too good. Make it simple, plain, business-like, right to the purpose, but agreeable all the same. When you've done that, you've got an artistic ad, whether it's illustrated or not. The straighter an ad talks business the more artistic it is. It needn't

be pretty, but it ought to be attractive. Look at the Royal Baking Powder ads, plain, simple, strong, artistic; that one word comprehends all the rest. Do their ads lose any selling strength by being artistic? I guess not. The more truly artistic you make an ad the bigger the majority it reaches. I believe their manager has no use for experts. Excuse my smile. He's one himself."

"But the best art and the strongest attraction about an ad is the way it represents the business. There's an attractive aspect to every business; the facts of the business are attractive in themselves if you show them in the right light. That's the meat of the whole matter, showing the plain facts in the best light, and making them so convincing that people have to believe them."

"Do you think newspapers should charge extra for cuts and display?"

"I know they shouldn't. If anything they should offer an inducement for that kind of enterprise. Then if illustrating didn't pay advertisers they'd stop it. If it did they'd do more advertising."

"Would you undertake through advertising—"

"Anything," exclaimed Mr. Dixey before I had time to complete the question.

I tried again. "Would you advertise an article like Quaker Oats, for instance, before it had been placed in the hands of the dealers throughout the country—a process that took, in the case of Quaker Oats, eight or ten years of time and required the expenditure of several hundreds of thousands of dollars, all before they did a line of newspaper advertising?"

"I'd do the advertising and distribute simultaneously. I wouldn't create a demand that I couldn't supply immediately through the dealers. I would do my advertising and then follow it right up with the supply. I believe so thoroughly that the demand would immediately follow the advertising that I wouldn't want the supply to be twenty-four hours behind. I think it would lose just so many sales."

"Then in handling an advertising campaign intended to introduce an article of general consumption, you would advertise extensively from the very beginning?"

"Yes! I would put all the money I could raise into the advertising."

"Then you believe advertising is

the most important of all in business?"

"By all means. The biggest end of any business; it feeds the business. This sounds trite, but it's so."

"Do you advertise yourself much?"

"Not half as much as I'd like to in a direct way. Yet the little self-advertising I do keeps my work piled up ahead of me."

THE PUBLIC A FRUIT TREE.

"Which is the most important, the demand or the supply?"

"Demand. People want a thing else you can't sell it to them. But they don't always know they want it. Tell them you've got it for them, and they say: Oh! yes; that's just what I've wanted for years! Millions of jaws are always hankering after something to chew; but the owners of the jaws don't realize what is wanted until these shrewd chewing-gum men tell them about it. But there's no use trying to argue people into what they ought to want when they don't want it. You must take people as they are, not as they ought to be. The public is like a fruit tree; some people are ripe and dropping; all you have to do is to hold your apron and catch them. Others need a little shaking. Advertising shakes the tree. But don't waste time shaking green fruit. Advertising is to tell people what a business or an article will do for them; to waken up their perceptions of the use and value of it; to make them thoroughly understand how good it is for them. If it really is good for them you can usually make them see it, if you go about it right. If, after all, they won't have it you'd better change your tactics."

"Have you ever had the experience of starting a house that was doing nothing, and obtaining tangible results from advertising?"

"No; I never started a house exactly, but I stirred up an entire household once by advertising a book of my own that wasn't written, and selling several hundred copies at a dollar apiece while I was writing it. It was 'The Trade of Authorship.'"

"The sale began before the first word was written, except the table of contents which I used in the ad. I said it was 'in preparation,' which was literally true. My mind had been preparing for it for years. I wasn't long in writing it when I found it selling."

"Your experience in advertising

your own book suggests that a man might build up a business out of nothing by creating a demand through advertising, and then supplying that demand afterward. Do you believe that is possible in ordinary business?"

"It's possible, but it isn't business. My book was all ready in my mind. Practically I had the goods on hand, only they weren't 'done up.' Neither were the buyers. The book was all right when it was done; I had hundreds of grateful letters, and a bushel of good press notices; not one of them was 'worked.' To this day children cry for it."

"Could you do as well for your clients, Mr. Dixey?"

"Yes! Better under the same circumstances. I have more experience in advertising. That was years ago."

"By the way, what is your experience, Mr. Dixey?"

"For the last twelve years I have been an editor, advertising manager and ad writer. I was advertising manager of the *Engineering Magazine*, literary editor of the *New York School Journal*, and editor of *Treasure-Trove Magazine* for years. Before that, editor and reporter on several country papers, and a printer. During all this time I wrote more or less advertising matter. My start in the exclusive business of ad writing was due to the encouragement of Mr. J. E. Powers, with whom I became acquainted through an article of mine in *PRINTERS' INK*, which pleased him. He has been my firm and consistent friend ever since. He sent many of my first and best clients to me. He has said kind things about me behind my back and criticised me to my face—the rarest and most valuable sort of friendliness. That is the sort of a man he is: fairly prodigal of time and trouble for kindness' sake. But in business he charges about a hundred dollars to wink his eye. The wink is worth the money and gets it. To my thinking he is the prince of business writers; he doesn't call his work literature, but it is, broadly speaking, and of a high class. For a genuine nugget of English style read his memorial of the late Alfred Wright. As a 'writer on business,' Mr. Powers stands alone."

"Should the writer be a literary or a business man?"

"Both. His capacity must be two-sided; one side is his knowledge of human nature and business, the other

is his command of language. Just as a good salesman 'knows his man,' an ad-writer must know his ten thousand men—or ten million—men, women and children. He must know the motives of people in the mass; and the special motives which make them buy a particular kind of goods. He must know the goods, the essential, practical part of them. He must know how to gain attention instantly and interest people in the business he represents. He must know what art will attract and what logic will convince them. He must know how to talk to them, he must know exactly what a word or a phrase means to his readers, as well as the dictionary meaning. I place a high estimate on the value of special discipline and training in the use of language. Notice two speakers before an unfriendly audience. Both undertake to say the same thing, each in his own way. One speaker pulls the audience round to his way of thinking; they nearly mob the other. One knows how to use words, the other doesn't. The right word or sentence in an ad may be worth thousands of dollars to the advertiser. I believe it's an ad-writer's business to hunt that word till he gets it. It pays. Nothing has been more valuable to me on the literary side of this business than my long experience in writing for young people. That drilled me in putting difficult subjects in a simple, attractive light.

"I got a practical familiarity with business and with 'All Sorts and Conditions of Men,' as a very young man—though I'm not quite bald yet, you notice. Years ago I was clerk and bookkeeper in an importing house and a woolen mill; was in the sewing machine, fire insurance and printing business. I was a book agent; I sold pictures, dye-stuffs, printing presses, window curtains, stationery, cigars and confectionery, novelties and advertising space. For two short seasons I was an actor. Bad one, I presume."

"Barn storming or stock company?"

"Barn storming. Small parts, and in comic opera, smaller parts still. I sang like a pig under a gate, but drew my salary on the strength of a hideous make-up. I was assistant for a short time to one of the best magicians in this country, and wrote the patter for some of his tricks. 'Patter' is the apparently off-hand conversation which

enlivens the trick, and, at the same time, is adroitly calculated to twist the heads of the entire audience in the direction the performer wants them to look at a critical instant.

"All this was many years ago, of course. A little bit of Bohemianism gives one a certain intimacy with human nature which isn't obtained in any other direction and which is extremely valuable to an ad writer, and I think these long past experiences helped to qualify me for my present work as truly as my more prosaic occupations in the last twelve years."

"What do you think of the business outlook?"

"Decidedly cheerful. All the country needs is letting alone. All that troubles business is too much politics; but affairs look so hopeful that I don't believe that six Presidents and sixteen Congresses, all working together, could put us back into the gloom of a year ago. I don't anticipate a boom, but I think there will be a steady improvement from now on, until some more 'financing' is shaken out of the bag."

"What's the best ad you ever wrote?"

"The latest. I try to do better every day. A man ought to do better work as he grows older. When he stops growing he'd better quit."

ADDISON ARCHER.

THE TESTIMONY OF OTHERS.

By Marco Morrow.

Anything that will convince the reader is what you want, and the testimony of a cloud of witnesses may and does help. There is a strong argument in "It cures others, it will cure you"; yet we must not lose sight of the fact that the average person thinks he is just a little bit different from all the rest of the world; his case is always a peculiar one; Bennet's Sarsaparilla may cure the majority of cases, but those cases are not like his; the ready-made suit may fit the crowd, but his form requires a special fitting; this or that may perfectly satisfy all his neighbors, but he ought to have something a little extra. This trait is developed more strongly in some persons than in others, but we all have it to a greater or less degree, and the professional quack grows rich upon it.

I have heard women in the street cars discussing their various physical ail-

ments, and have noted the pride with which one would say: "Why, Dr. Duck says he never saw a case so bad as I am," and the other would reply: "Why, that's just what Dr. Fee said about me." Opticians tell their patients, in a most impressive manner, that they "never saw a case exactly like yours," and the patient hands out the fee and goes out with a bounding heart; he is different from other men, and he goes and tells his friends about it in a condescending sort of way. Newspapers cater to the same spirit when they put "Special Correspondence" over every little dispatch from the country districts, and newspaper readers manifest the same when they turn up their noses at plate matter.

In looking over the correspondence of a medical concern, I have been struck by the number of times people would write something like this: "I have tried almost everything, and, while they cure other cases, they don't seem to help me, so I don't think it's much use to try your medicine."

Now, testimonials would do a case of that kind very little good. The man is thoroughly grounded in the belief that a kind Providence has singled him out as a special mark to have the disease in some new and unheard of way, and there are thousands of people just like him. In the concern I have in mind, such a case is referred to the doctor of the company, who writes the patient a personal letter, finds out the peculiarities of the case, if there are any, and then gives him the most plausible reasons he can, to show that their great medicine is especially adapted to the case in hand, and in almost every instance a course of treatment is sold.

Take the Pe-ru-na people and their recently adopted system of a "consulting physician," who gives special and personal attention to every person who purchases a bottle of medicine and wants his advice; isn't this clearly a recognition of this principle? Of course, hereafter, a Pe-ru-na testimonial will carry more weight from the fact that it will bear witness to the doctor's skill rather than to the value of the medicine.

But the great trouble is that the testimonial system has been worked to death; there have been too many people snatched from the jaws of eternity by a 25-cent bottle of the

Death Destroyer for many people to have a great amount of faith in unsupported testimonials of any kind, even when they are signed by well-known names. Even churches in which "testimony meetings" were once much in vogue, have, to a very large extent, dropped the practice.

Of course, no rule can be laid down by any one that will fit every case, but it is not difficult for the observer to see that in the past the great trouble has been that advertisers have expected a set of testimonials to do all the work of advertising, while, in truth, they are only a part of their argument, and a very small part. It's all right "to be advertised by our loving friends," but we have to give our friends a chance to talk, we have to let the public know what they are talking about, and it isn't safe to suppose that the public is going to jump to the right conclusion, after hearing the talk. Too often testimonials are used without a sufficient ground to rest upon; frequently they are not driven home and clinched, and, most frequently of all, they occupy space that could be used to better advantage.

And space is valuable.

And it weakens an ad to waste a single line of it.

Make the ad as strong as possible; tell the most reasonable story your business will admit of; drive the truth home with all the eloquence of Moses and the prophets, and if they hear not these, neither will they be persuaded though you materialize a first class ghost to tell them how it was.

Springfield, O.

CURIOUS ADVERTISEMENTS.

The prize of one guinea, offered for the most curious advertisement selected from the columns of a newspaper, has been awarded for the following:

A REWARD of a free passage to America to any person who witnessed and brings to justice the parties that hacked down the fence on my lands, known as The Boot, Clondalkin, between 7 and 10 a. m., on Wednesday, 30th October. JAMES TUTTY, Lower Baggott Street. *Irish Times.*

Some other competitions are given below:

CRICKET scholarship. A boy can be received in a small, high-class school after Christmas at one-third the fee, if he shows especial promise in cricket. Must be under ten and the son of a gentleman. *Church Times Office.*

A GENTLEMAN, having a quart or so of milk to spare, will deliver the same within a mile of Silver Street Station, in quantities of not less than a pint. Post-card to Fairfield Road. *Tottenham Weekly Herald.*


—THE BITS.

You Read

THE - - SUN

and so does everybody else who wants the news—the real news—of the day well told and correctly told. And as a regular reader of THE SUN you know that it does more than tell the news well and correctly; it recalls to your mind many things that you had forgotten, which are suggested by this news of the day. A paper that is WORTH reading is worth advertising in. You read it—you should advertise in it.

The Sun, New York.



Equal

...TO...

Eight

Splendid Business Indorsement from D. L. Risley.

Great Results

FROM THE
PHILADELPHIA

== ITEM ==

**Equal to
Eight Other Daily Papers.**

That the **Philadelphia Item** should be pronounced equal to eight other daily publications is a splendid indorsement and one which furnishes the strongest evidence of its widespread circulation in city and country.

~~~~~  
Here is an unsolicited statement from one of the largest real estate dealers in the United States—Mr. D. L. RISLEY:

Business Manager the **ITEM**—We have been advertising our \$100 five-acre farms at Estelle, N. J., in your paper for the past four months and **feel it our duty** to give credit where it belongs. Out of 695 farms sold at that place by **actual count** from our books through advertising in eight other daily Philadelphia publications, we have attributed 412 of this number to your valuable paper. We have, therefore, every reason to congratulate ourselves upon the **merits of the Item** as an advertising medium, and take pleasure in inclosing you check (\$6.30) for a continuance of our "ad."

D. L. RISLEY,

Real Estate, Insurance and Conveyancer,  
211 S. Tenth St., Philadelphia.

~~~~~  
S. C. BECKWITH,

Sole Agent Foreign Advertising.

The Rookery, Chicago.

Tribune Building, N. Y. City.

A Frog Jumps

and so does a Hare, and the latter gets
there first because it

Covers the Most Ground.

The man who
advertises in

...The **Chicago**
Dispatch

By Joseph R. Dunlop

will always reach the goal of
success first because it

Covers its Territory
In a Complete Manner

And accomplishes the
Greatest good in the shortest time.

YOU YOU YOU YOU YOU

are a close observer. We want your good will. In discussing advertising if you will mention the facts and figures given below we will be obliged. You can add with the utmost assurance that

THE PITTSBURG ..TIMES..

is the best advertising medium in Pennsylvania, Ohio and West Virginia. It has the

LARGEST CIRCULATION

The August number of PRINTERS' INK gave the 1895 circulation of the Pittsburg papers, as reported by the American Newspaper Directory, as follows:

THE TIMES,	-	-	60,313
CHRONICLE-TELEGRAPH,	-	-	47,653
PRESS,	-	-	39,147
POST,	-	-	30,649
LEADER,	-	-	27,369
DISPATCH,	-	-	20,000
COMMERCIAL-GAZETTE,	-	-	17,500

We are at the top and have held first place for a number of years.

New York Office:

74 Tribune Building,

PERRY LUKENS, Jr., Eastern Manager.

The Pittsburg Times.

C. P. Huntington

once said about railroads what
many large advertisers feel about newspapers—

"I Like A Proposition That Pays."

And that is exactly what we offer in selling advertising space. We can meet the proposition. It is a well-known fact that the

Portland Oregonian

Always Pays

That's one reason why it has so many friends and is so promptly and universally admitted to be the great representative paper of the Northwest Pacific Coast.

Shall we submit estimates on your next advertising scheme to cover this rich territory?

OREGONIAN PUBLISHING COMPANY,

H. W. SCOTT, Editor.

H. L. PITTOCK, Treas. and Manager.



S. C. BECKWITH,


Sole Agent for Foreign Advertising.

TRIBUNE BUILDING, NEW YORK.

THE ROOKERY, CHICAGO.

Papers

That Please,

Pay. 



You may think what you will
of the new woman, but there
is only one opinion of the women
of the New South.

Womankind

“That Model Home Paper,”

will issue a special “Southern Number” for October, in which the Atlanta Exposition, the women of the South, and kindred Southern topics will be discussed in addition to the usual features. WOMANKIND will reach the women of 75,000 families this month—people who want it, and read it, and like it. It pays advertisers.

The Hosterman Publishing Company,

Forms close Sept. 15th.

SPRINGFIELD, OHIO.

Select the Good. Avoid the Bad.

Most advertisers do some advertising that pays well, some more that does not pay so well, and considerable that costs more than it brings. Our experience enables us to point out the media of the first class, teaches us to generally avoid those of the second class, and to positively shun all that great multitude of publications which seem cheap to the uninitiated, and swallow up such a great percentage of many an advertiser's appropriation as to transform his investment from a profitable into a losing one. Years of familiarity with the newspapers and periodicals that are available for good work make our services valuable to an advertiser. If you have use for them

4 ADDRESS

THE GEO. P. ROWELL ADVERTISING COMPANY,
NO. 10 SPRUCE ST., NEW YORK.



ROOM 86
WORLD BUILDING
NEW YORK

If you want your advertising made as good as it can be, I want to hear from you about it. If it can be made better I will do it for you. I write and illustrate advertising for some of the most successful advertisers in the world. I have the best artists, and every other aid and advantage that belongs to a perfect equipment. My charges are fair.

Letter of advice to retailers, \$10.

Letter of advice in other lines, \$20.

Office consultation (by appointment only), one hour or less, \$10.

One illustrated medical ad with electro—according to size—\$15 to \$25.

Six medical ads, no illustrations, \$60.

Twelve medical ads, no illustrations, \$100.

Trade paper ads, \$5 to \$25 each.

Magazine ads, \$10 to \$50 each.

Thirteen illustrated retail ads, from \$20 up.

I can usually reduce these prices on a large order.

THE PRIZE ADVERTISEMENT.

FIFTH WEEK.

In the fifth week of the competition for the PRINTERS' INK Vase, thirty-four advertisements were received in time for consideration and report in this issue of PRINTERS' INK. The week was notable for bringing the largest number of advertisements thus far. Of all these the one here reproduced is thought to be the best:

Printers' Ink

IS THE "BUSINESS END"

OF ADVERTISING.

Advertising

IS THE "BUSINESS END"

OF BUSINESS.

Printers' Ink is the name of a journal published in the interest of business people. It treats advertising—the "business end" of business—in a practical manner. It is contributed to by men who make ad writing a profession, and also the foremost advertisers in America. The experiences of these men, concentrated into a volume, must be, and is, beneficial to every business man. There is not one issue of **Printers' Ink** which does not contain

HINTS IN MODERN ADVERTISING,

consequently every issue is of benefit to every advertiser. Mr. Business Man, you must not consider that because your ads are well constructed there is no need of reading **Printers' Ink**. There is always room for advancement in everything. **Printers' Ink** is published to advance advertising, and it gives you full value in knowledge of the art. Let your ads be up-to-date and they will sell goods. Send for sample copy—it's free.

After Dec. 31, 1895, the
Subscription price of **Printers' Ink**
will be advanced to \$5 a year.

If you subscribe now, or before December 31, you will have to pay only \$2. The better way is to send a check for \$10, which pays your subscription up to 1901.

GEO. P. ROWELL & CO.,
10 Spruce St.,
NEW YORK.

This advertisement was written by Mr. John L. Getman, of Herkimer, N. Y., and appeared in the *Ilion Citizen*, Ilion, N. Y., of Aug. 23. In accord-

ance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to **PRINTERS' INK** from date of presentation to January 1, 1901, the beginning of the twentieth century, has been sent to Mr. Getman, and a second coupon of the same class was also sent to the advertising manager of the *Citizen*.

Mr. Getman's advertisement will be placed on file and have further consideration December next, as promised in the terms of the competition set forth in the 76-page pamphlet prepared for the purpose of fully conveying the particulars and conditions of the competition for the **PRINTERS' INK Vase**. The pamphlet will be sent to any address on application.

The thirty-three unsuccessful competitors passed upon this week each received a coupon good for one year's subscription to **PRINTERS' INK**, and have to be content with this very moderate compensation for the effort put forth. Each one, however, may find satisfaction in knowing that, although he failed to take first place this week, nearly twenty more opportunities are still open to him, if he chooses to repeat his effort.

So much interest is already awakened in this contest as to make it quite apparent that the twelve who finally come out ahead in the competition will have no reason to regret that ability to write a good advertisement had been acquired and put in practice.

An advertisement written by Mr. H. J. Douglass, of Hallstead, Pa., which appeared in the *Great Bend Plaindealer*, of Great Bend, Pa., of August 22, was thrown out this week, because it had also appeared in the same paper a week earlier, for which insertion a coupon had been sent. There is no objection to entering the same ad in the competition any number of weeks, provided the ad is inserted in a different publication each week.

An advertisement written by Mr. Clark Alberti, Crescent City, Illinois, has been entered, but nothing indicates in what paper or on what date it appeared. A coupon will be sent on receipt of these facts. Another competitor gives the paper, but fails to give the date, necessitating much unnecessary research on the part of the editor of **PRINTERS' INK**. Hereafter, all ads not giving all the particulars called for in the pamphlet will be thrown out at once.

THE SCIENTIFIC PRESS.

MEDICINE AND SURGERY, DENTISTRY,
SANITATION AND HYGIENE, LAW,
SCIENCE, ETC.

MEDICINE AND SURGERY.

The most reliable statistics give the whole number of physicians and surgeons as 118,500, or one for every 550 inhabitants. Of these, nearly 85 per cent are allopathic, 10 per cent homoeopathic and 5 per cent eclectic.

The American Newspaper Directory catalogues 190 newspapers and periodicals devoted exclusively to medicine and surgery. There are 12 issued weekly, 3 bi-weekly, 3 semi-monthly, 148 monthly, 5 bi-monthly and 19 quarterly. They are divided among the different schools in about the same proportion as the doctors. Some are general in character, covering all branches of both medicine and surgery, but the number devoted to specialties is large and increases each year. The total circulation each issue of the entire 190 is estimated at 445,019.

The following is a complete list of all newspapers in this class reported in the American Newspaper Directory for 1895, with a circulation each issue of more than 2,000 copies. All the circulation ratings to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. Those not so marked are not guaranteed. Their publishers making no definite report, they appear in the Directory with an *estimated* rating expressed by letters indicating that they are believed to have the minimum circulation for which the letters stand. In the following lists the minimum figures are substituted for the letters.

Weeklies.

New York, N. Y. Medical Journal,	*9,750
St. Louis, Mo. Medical Review,	7,500
New York, N. Y. Medical Record,	7,500
Chicago, Ill. Journal of the	
Am. Med. Ass'n,	4,000
Philadelphia, Pa. Medical News,	4,000
Medical and Surgical Reporter,	2,250
Times and Register,	2,250
Baltimore, Md. Medical Journal,	2,250
Providence, R. I. Atlantic Medical Weekly,	2,250

Bi-Weekly.

St. Louis, Mo. Med. Fortnightly,	7,500
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Semi-Monthlies.

New York, N. Y. Am. Medico-Surgical Bulletin,	17,500
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Monthlies.

Detroit, Mich. Medical Age,	4,000
St. Louis, Mo. Medical Brief,	*32,667
Philadelphia, Pa. Medical World,	*25,000
New York, N. Y. Internat'l Journal of Surgery,	20,000
Philadelphia, Pa. Universal Medical Journal,	*10,133
Terre Haute, Ind. Journal of Materia Medica,	*10,000
Philadelphia, Pa. Med. Summary,	7,500
Boston, Mass. Med. Journal,	*6,736
Philadelphia, Pa. Med. Bulletin,	*6,026
Danbury, Conn. N. E. Medical Monthly,	4,000
Chicago, Ill. Med. Standard,	4,000
North American Practitioner,	*4,000
Minneapolis, Minn. N'wthwestern Med. Journal,	4,000
Kansas City, Mo. Am. Journal of Surgery and Gynaecology,	4,000
St. Joseph, Mo. Medical Herald,	4,000
Brooklyn, N. Y. Medical Journal,	4,000
New York, N. Y. Der Hausdoktor, Gaceta Medico Farmaceutica,	4,000
Medical Abstract,	4,000
Trained Nurse,	4,000
Cincinnati, Ohio. Medical Gleaner,	*4,000
Philadelphia, Pa. Am. Journal of the Med. Sciences, Therapeutic Gazette,	4,000
Cincinnati, Ohio. Ohio Medical Journal,	*3,700
Eclectic Medical Journal,	*3,685
New York, N. Y. La Revista Medico-Quirurgica,	*3,200
Memphis, Tenn. Medical Monthly	*3,046
New York, N. Y. Gaillard's Medical Journal,	*3,000
Journal of Cutaneous and Genito-Urinary Diseases,	*3,000
San Francisco, Cal. Pacific Medical Journal,	*2,284
Kansas City, Mo. Medical Record,	2,275
San Francisco, Cal. Pac. Record of Medicine and Surgery,	2,250
Chicago, Ill. Western Medical Reporter,	2,250
New Albany, Ind. Medical Herald,	2,250
Keokuk, Iowa. Tri-State Medical Journal,	2,250
Louisville, Ky. Medical Progress,	2,250
Boston, Mass. Annals of Gynaecology and Paediatrics,	2,250
Ann Arbor, Mich. Physician and Surgeon,	2,250
St. Paul, Minn. Northwestern Lancet,	2,250
St. Louis, Mo. Clinical Reporter, Medical and Surgical Journal,	2,250
Medical Era,	2,250
New York, N. Y. Am. Homoeopathist,	2,250
Am. Journal of Obstetrics,	2,250
Journal of Nervous and Mental Diseases,	2,250
Lancet,	2,250
Westfield, N. Y. Formulary,	2,250
Toledo, Ohio. Medical and Surgical Reporter,	2,250

Philadelphia, Pa...	Annals of Surgery, University Medical Magazine,	2,250
Nashville, Tenn....	Southern Practitioner,	2,250
Richmond, Va.....	Southern Clinic,	2,250
Kansas City, Mo....	Medical Arena,	2,000
Portland, Ore.....	Medical Sentinel,	2,000

Bi-Monthlies.

Chicago, Ill.....	Elektro Homœop. Zeitschrift,	*12,934
Richmond, Ind.....	Peoples' Medical Review,	2,250
New York, N. Y....	Homœop. Journal of Obstetrics, Gynecology and Pædology,	2,250

Quarterlies.

New York, N. Y....	Therapeutic Review,	20,000
Detroit, Mich.....	Leonard's Illustrated Medical Journal,	*10,000
Chicago, Ill.....	Journal of Electro Homœopathy,	*2,350
St. Louis, Mo.....	Annals of Ophthalmology and Otolaryngology,	2,250
New York, N. Y....	Journal of Electro-Therapeutics, Notes on New Remedies,	2,250

The above 8 weeklies are given a combined circulation each issue of 39,500; the 2 semi-monthlies, 21,500; 55 monthlies, 254,101; 3 bi-monthlies, 17,434, and 5 quarterlies, 36,750, or a combined circulation for the 74 publications named of 376,785; leaving for the 116, each of which is believed to print less than 2,000 copies, a total issue of 68,234. As the 74 of larger circulation alone allow between three and four copies for every physician and surgeon, it is possible that some of the estimated circulations have been placed too high. In British North America there are 8 medical journals—all monthlies—with a combined circulation of about 3,000. No one is believed to print as many as 1,000 copies each issue.

DENTISTRY.

In this class there are 15 publications—9 issued monthly, 1 bi-monthly and 5 quarterly. Nine are given a circulation of about 400 each, 4 of about 800 each and the two remaining as follows:

Monthlies.

Philadelphia, Pa....	Items of Interest, Dental Cosmos,	*9,000 *8,042
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There is but one dental journal in British North America. It has an estimated circulation of about 800.

SANITATION AND HYGIENE.

Intimately connected with the medical press, and edited in most cases by physicians, are the publications devoted to sanitation and hygiene, intended for the higher education of the people concerning the laws of health. They number 32. One is issued quarterly, one semi-monthly and all the others are issued monthly. The following is a list of all credited with more than 2,000 circulation:

Monthlies.

New York, N. Y....	Dr. Foote's Health M'hly, Sanitary Era,	*25,000 *10,000
Athol, Mass.....	Healthy Home,	*9,671
Chattanooga, Tenn.	Woman's Home Journal,	*8,875
Chicago, Ill.....	People's Health Journal,	7,500
Battle Creek, Mich.	Good Health,	7,500
New York, N. Y....	Babyhood, Hall's Journal of Health, Phrenological Journal,	7,500 4,000
Philadelphia, Pa....	Annals of Hygiene,	4,000
Chicago, Ill.....	National Popular Review, American Climates,	*3,000 *2,500
Baltimore, Md.....	Popular Health Magazine,	2,250
New York, N. Y....	Journal of Hygiene, Sanitarian,	2,250 2,250
Dallas, Tex.....	Health Journal,	2,250

There are two monthlies only of this class in British North America, each with a circulation of about 800.

LAW.

Of the 55 law journals published, 6 are issued daily, 23 weekly, 2 semi-monthly, 20 monthly, 3 bi-monthly and 1 quarterly. Their combined circulation is estimated to be 132,271. The dailies have a local circulation, and are intended chiefly for announcing court calendars and legal news of local importance. No daily is believed to print as many as 1,000 copies regularly. The weeklies are both local and general in circulation and character, and those, issued less frequently, give decisions of the Supreme and Appellate courts, and such other news as may prove of general interest to the practicing attorney. The following is a complete list of law journals credited with a circulation of 2,000 and over:

Weeklies.

St. Paul, Minn.....	National Reporter System,	*29,287
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Boston, Mass.....	Banker and Tradesman and Mass. Law Re- porter,	
St. Louis, Mo.....	Central Law J'l,	*14,510
Omaha, Neb.....	Mercury,	*5,000
New York, N. Y.....	Court Journal,	*5,000
Albany, N. Y.....	Law Journal,	*2,500
Chicago, Ill.....	Legal News,	*2,250

Monthlies.

New York, N. Y....	American Lawyer,	*11,500
Detroit, Mich.....	Law Students' Helper,	*5,866
New York, N. Y....	Mercantile Ad- juster,	*5,000
Detroit, Mich.....	Collector and Com'l Lawyer,	*4,508
New York, N. Y....	Lieber's Manual,	4,000
Kansas City, Mo....	Lawyer and Credit Man,	*3,000
Chicago, Ill.....	Law Journal,	*2,250
Boston, Mass.....	Green Bag,	*2,250
St. Paul, Minn.....	Land and Title Register,	*2,250
New York, N. Y....	University Law Review,	2,250

Bi-Monthlies.

Washington D. C....	Gourick's Wash- ington Digest,	2,250
St. Louis, Mo.....	Am. Law Re- view,	2,250

In British North America there are six law journals, no one having 1,000 circulation.

SCIENCE.

Under science are grouped scientific papers, strictly so-called, as well as those devoted to some particular branch of science, but which appear entitled to this classification also. Hence we find here the *Esoteric*, *Microscope*, *Monist*, *Life and Death*, *Archæologist*, etc. All told, these journals number 56, and have a combined circulation of about 122,762. Only 19 are credited with as much as 1,000 circulation, and only the following with as much as 2,000:

Weeklies.

New York, N. Y....	Scientific Ameri- can,	40,000
San Francisco, Cal..	Mining and Scien- tific Press,	2,250
New York, N. Y....	Science,	2,250

Semi-Monthly.

Cleveland, Ohio....	Scientific Ma- chinist,	4,000
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Monthlies.

St. Louis, Mo.....	Word and Works,	20,000
New York, N. Y....	Popular Science Monthly,	*9,000
	Phrenological Journal,	4,000
	Popular Science News,	4,000
Philadelphia, Pa....	Am. Naturalist, Conservator,	*2,000

Bi-Monthly.

Philadelphia Pa....	Annals Am. Acad. Political and So- cial Science,	*4,000
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Quarterly.

Chicago, Ill.....	Monist,	4,000
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These twelve give an aggregate circulation of 97,750, leaving to be divided among the remaining 44 a circulation of 25,012.

ELECTRICITY.

The electrical periodicals are increasing in number and importance more rapidly than those of any other class. There are now 20 of them—all well printed and nearly all illustrated. Eight are issued weekly, 11 monthly, and one is a semi-monthly. Together they give a circulation each issue of about 40,000. The following are alone credited with a circulation of 2,000 and over:

Weeklies.

New York, N. Y....	Electrical World,	*10,217
	Electrical En- gineer,	*4,930
San Francisco, Cal..	Mining and Scien- tific Press,	2,250
Chicago, Ill.....	West'n Electrician,	2,250
New York, N. Y....	Electrical Age, Electrical Re- view,	2,250
	Electricity,	2,250

Semi-Monthly.

New York, N. Y....	Progressive Age,	2,250
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Monthly.

Chicago, Ill.....	Electrical Indus- tries,	2,250
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ENGINEERING AND MINING.

These two branches are so closely connected that nearly every journal in the one class belongs in the other as well. Together they number 40, with a combined circulation of 108,779. Mining is made most prominent by 16 of them and engineering by 24. These last again may be subdivided into 14 devoted to general, 5 to railroad, 3 to electrical and 2 to stationary engineering. The following is a list of all of both classes credited with a circulation of over 2,000:

Weeklies.

New York, N. Y....	Engineering and Mining Journal,	4,000
	Engineering News and Am. R. R. Journal,	4,000
San Francisco, Cal..	Mining and Scien- tific Press,	2,250
Chicago, Ill.....	Black Diamond,	2,250

Semi-Monthly.

Chattanooga, Tenn.	Tradesman,	*4,112
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Monthlies.

New York, N. Y....	Locomotive En- gineering, Power, Engineering Mag- azine,	*24,125 *20,000 12,500
Scranton, Pa.....	Colliery Engineer,	*5,642

New York, N. Y....	Cassier's Magazine,	4,000
Atlanta, Ga.....	Southern Engineering and R. R. Journal,	2,250
Chicago, Ill.....	Railway Engineering and Mechanics,	2,250
	Stationary Engineer,	2,250
New York, N. Y....	Am. Engineering and R. R. Journal,	2,250

One of the three newspapers in Alaska, the *Juneau Alaska Mining Record*, weekly, circulating about 400 copies, appears in this list.

In British North America there are seven journals of this class, with a combined circulation of about 12,000. Two have a circulation of 2,000 copies and over, viz :

Monthlies.

Winnipeg, Man....	Western World,	*4,083
Toronto, Ont.....	Canadian Engineer,	*2,000

HISTORY.

No less than 24 publications—12 monthly and 12 quarterly—are historical. Some are local, others general, and still others genealogical. Their combined circulation is about 35,000. The following is a list of all given over 2,000 circulation :

Monthlies.

Chicago, Ill.....	Historia,	*11,750
New York, N. Y....	New Amsterdam Gazette,	*3,500
Concord, N. H....	Granite Monthly,	*2,829
New York, N. Y....	Magazine of Am. History,	2,250

Quarterlies.

Buffalo, N. Y.....	Cyclopedic Review of Current History,	*7,750
Philadelphia, Pa....	Am. Cath. Q'tly Review,	2,250

METALS, MECHANICS, IMPLEMENTS AND MACHINERY.

The class journals representing these industries are of necessity grouped in one family. They number 51, and are published, 1 daily, 13 weekly, 1 bi-weekly, 4 semi-monthly and 32 quarterly. Their combined circulation each issue is about 205,700. The following is a list of all given over 2,000 circulation :

Weeklies.

New York, N. Y....	Scientific American,	40,000
	Am. Machinist,	12,500
Chicago, Ill.....	Farm Implement News,	*10,000
St. Louis, Mo.....	Farm Machinery,	*10,000
New York, N. Y....	Iron Age,	*7,500
	Metal Worker,	*7,500
St. Louis, Mo.....	Age of Steel,	4,000

Chicago, Ill.....	Industrial World,	2,250
	Journal of Commerce,	2,250
Pittsburg, Pa.....	A. m. Manufacturer,	2,250

Semi-Monthly.

Cleveland, Ohio....	Scientific Machinist,	4,000
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Monthlies.

Mishawaka, Ind....	Power and Transmission,	17,500
Kansas City, Mo...	Nat'l Thresherman,	*10,000
New York, N. Y....	Roofer and Tinner,	*8,200
	Safety Valve,	7,500
Minneapolis, Minn.	Farm Implements,	*6,350
New York, N. Y....	Der Techniker,	*5,100
Atlanta, Ga.....	Dixie,	4,000
Indianapolis, Ind...	Woodworker,	4,000
New York, N. Y....	Blacksmith and Wheelwright,	4,000
	Manufacturer and Builder,	4,000
Detroit, Mich.....	Foundry,	*2,800
Chicago, Ill.....	Metal und Eisen Zeitung,	2,250
	R'way Engineering,	2,250
Kansas City, Mo...	Implement Trade Journal,	2,250
Buffalo, N. Y.....	Am. Woodworker, Iron Industry,	2,250
	Gazette,	2,250
Cincinnati, Ohio....	Spokesman,	2,250
Philadelphia, Pa....	Implement Age,	2,250

ANTIQUES.

There is but one publication in this class, the Good Hope, Ill., *American Antiquarian*, a bi-monthly of very small reported circulation.

NUMISMATICS.

There are but three journals in this class, two quarterly, one of which does not insert advertisements, and one monthly :

Philadelphia, Pa....	Mason's Illustrated Coin Magazine,	400
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PHILATELY.

Of the 21 journals of this class 19 are published monthly and 2 weekly. Their combined circulation is 20,300. The only ones credited with as much as 2,000 circulation are :

Weekly.

St. Louis, Mo.....	Mekeel's Stamp News,	4,000
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Monthlies.

St. Louis, Mo.....	Philatelic Journal of America,	2,250
Charleston, S. C....	Philatelist,	2,250
New Chester, Pa....	Collector,	*2,000

ENTOMOLOGY.

There are two journals in this class, both monthly, viz :

Cambridge, Mass...	Psyche,	100
Philadelphia, Pa....	Entomological News,	400

GEOLOGY.

Represented by a single publication,
issued monthly:

Minneapolis, Minn. *American Geologist*, 400

MICROSCOPY.

Three publications, all monthly.
The one of largest circulation is:

Washington, D. C. *A. M. Microscopical Journal*, 800

NATURAL HISTORY.

Two publications, both new and
both issued monthly:

Oregon City, Ore. *Naturalist*.
Portland, Ore. *Oregon Naturalist*.

ORNITHOLOGY.

Three monthlies and 2 quarterlies
are the only representatives of this
science. They have a combined cir-
culation of about 6,000. The only
one credited with as much as 1,000 is
a monthly, the

Albion, N. Y. *Oologist*, *4,167

SAMPLE COPYING AND PRE-
MIUMS.

ADDISON ARCHER ASKS E. C. VICK OF
THE WEEKLY "RECORDER" ABOUT
HIS FREE CIRCULATION EXPERI-
MENTS—SAYS THEY PAID ADVER-
TISERS AND HELPED THE "RE-
CORDER"—SAYS PREMIUMS ARE
NOT PLAYED OUT—HIS PREMIUM
BUSINESS EQUAL TO HIS CIRCULA-
TION RECEIPTS.

The weekly *New York Recorder* did
a vast amount of sample copying last
year. It sent out several million cop-
ies to the unprotected addresses which
it had secured.

Mr. E. C. Vick, the manager of the
weekly *Recorder*, told me, the other
day, that he intended sending out a
hundred thousand sample copies a
week for six months, beginning next
autumn.

"What is the circulation of the
weekly *Recorder*, Mr. Vick?"

We claim to have a hundred and
twenty thousand."

"Then your sample-copy circula-
tion last winter was many times as
great as your regular circulation?"

"Yes."

"Didn't you have any trouble with
the post-office people?"

"No."

"Did you succeed in getting much
advertising for your free circulation?"

"Yes, considerable."

"Did your advertisers find it to
pay?"

"Yes."

"It's the general impression that
free circulation does not pay."

"That impression prevails only
among those who have never given it
a fair trial. We shall have more ad-
vertising this year than we had last
from those advertisers who availed
themselves of our free circulation.
They found that our addresses were
excellent buyers."

"Where do you get your address-
es?"

"Wherever we can. We had all of
Madame Ruppert's and many other
advertisers. We took addresses every-
where that we thought would be of the
kind to bring us subscribers."

"Did they?"

"Yes."

"How many?"

Mr. Vick hesitated and didn't say.

"What proportion, then—how many
out of a million people to whom you
send free copies ordinarily send you
their subscriptions?"

"I really can't say. You see, the
increase in our circulation is due to
our premiums as well as to our free
copying."

"Some people say premiums are
played out; how do you find them?"

"Excellent. We do over a hundred
thousand dollars a year in premiums."

"That's equal to what you get for
your circulation?"

"Fully."

"How do you figure out that there
is value in free circulation?"

"The recipient of a sample copy of
almost any publication will at least
open it and look it through. We are
sure of that. They will read the ads;
they read the premium offers. Some-
times they read the publication first
and the premiums later; so that we
sometimes get an order for the paper,
inclosing a dollar, and then, a month
or two later, another letter asking if
they are not entitled to a premium—
that they didn't see the premium offer
at first."

"How do you account for the fact
that so many old and experienced ad-
vertisers find free circulation of no
value?"

"They haven't tried it under the
right conditions; they haven't given
it a fair show."

ADDISON ARCHER.

Charles Austin Bates,

1413, 1414, 1415 Vanderbilt B'd'g, N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

There are two departments for advertisers in my business—general and retail.

I have assistants in the retail work. I direct it; plan it; lay it out; furnish the ideas; say how it shall be done, and it doesn't leave the office till I say it is right.

I *know* when it *is* right.

My retail department is thoroughly equipped. Plenty of room—the best writers I know of—reference books—thousands of the best retail ads duly classified and indexed—a file of all the retail ads I have written in the past three years—about 500 stock cuts with which to illustrate ads for those who do not care to pay for original designs—a good artist to make original designs when they are wanted.

I think the department is complete, but if anybody will tell me of anything else that it ought to have—I'll buy it, if it's buyable—most things are.

In this department I propose to give retail advertisers exactly what they want. I propose to give them the best retail ads they can buy with money. I propose to charge them exactly the right price for them.

It is nonsense to try to make a certain fixed price on work that varies so much. There is more profit to me in some retail ads at \$1 each than there is in others at \$3 each.

Tell me what you think you want and I'll quote a price.

In my general work—"but that is another story."

IN BUFFALO.

BUFFALO, Aug. 27, 1895.

Editor of PRINTERS' INK:

Calling in at Seeger's Emporium the other day I found him busy with a pencil in one hand and *PRINTERS' INK* in the other, jotting down points for an advertisement, and, in a joking way, I remarked: "That's where you get the many bright ideas to embellish your ads with, is it?" and he unhesitatingly admitted that it was. It is unnecessary to add that he has an enormous trade in furniture and house furnishing goods, due to his liberal filling of newspaper space with telling and fetching ads.

The Household Outfitting Co. have a puzzle running in their ads that is creating quite a commotion judging from the number of solutions they receive. It is merely a square cut into six odd shapes, and the twenty-five persons who first put it together accurately are entitled to prizes. Representatives of the press will open the sealed envelopes in one of company's show windows in full view of the public.

One of the large street car signs of Ripans—one gives relief—was purloined out of a car the other day, and with the word one scratched out, was tacked up in front of Rapin's, the florist, and after several mendicants had applied for help in rapid succession, he surmised his doorway must be chalked, and went out and discovered this standing invitation to tramps: "Ripans gives relief."

Buffalo is blessed with a baby Bazaar, and I have long admired its advertisements. It is not big or bold but brings results and pays for itself. It is only two lines under the head of personals, and reads: "Babies first long or short clothes, patterns for soc., and it does a business amounting to many thousand dollars a year. Another small ad that has attracted my attention many times is kept running in the "want" columns of the dailies, and offers for sale a boy's Golding job printing press. Apply to American Type Founders' Co., 83 Ellicott st. It has been in so long that it leads one to the conclusion that it must be a "blind" for advertising amateur outfits.

MARGIE.

AN OLD ADVERTISEMENT.

NEW YORK, August 24, 1895.

Editor of PRINTERS' INK:

I inclose herewith a clipping of an advertisement 136 years old, that is something of a curiosity. Such ads remind us of the great changes that are taking place as the years roll by:

PHILADELPHIA STAGE-WAGON, and New York STAGE BOAT performs their Stages twice a week.

JOHN BUTLER, with his wagon, sets out on Mondays, from his House, at the Sign of the Death of the Fox, in Strawberry Alley, and drives the same day to Trenton Ferry, when Francis Holman meets him, and proceeds to Brunswick, and the passengers and goods being shifted into the wagon of Isaac Fitzrandolph, he takes them to the New Blazing-Star to Jacob Fitzrandolph's, the same day, where Rubin Fitzrandolph, with a boat well suited, will receive them, and take them to New York that night. John Butler returning to Philadelphia on Tuesday with the passengers and goods delivered by Francis will again set out for Trenton on Thursday, and Francis Holman, etc., will carry his passengers and goods, with the same expedition as above New York.

March 9, 1759.

—*Phila. Weekly Mercury.*

W. E. SCOTT.

A SUGGESTION.

CHARLESTON, S. C., August 23, 1895.

Editor of PRINTERS' INK:

From an experience of several years in country journalism I have come to the conclusion that the volume of advertising is smaller than it ought to be because the average retail dealer does not know how to write advertisements. The remedy is that every wholesale dealer, when he ships a consignment of goods, should send a line of advertising matter with it—just as do the publishers of the various coupon scheme books that have been sold to newspapers in recent years. The general adoption of this method would help the wholesale dealers as well as it does the publishers and would prove a valuable stimulant to business. The method is employed by some wholesale men, but it ought to be made a regular feature of business by all.

W. W. BALL,

Mng. Ed. Charleston Post.

A PERTINENT QUESTION.

ST. LOUIS, Mo., Aug. 23, 1895.

Editor of PRINTERS' INK:

In your issue of Aug. 21 you make Mr. J. E. Powers say a great deal about advertisements being absolutely honest. There is no doubt that Mr. Powers is right. But the question arises as to the integrity of the news matter published in the said papers. Does the quality of news affect the advertising medium? Should not the advertiser carefully choose the papers he employs, whether they be equally honest and clean in their publications, as he is in the composition of the advertisement? Is the question we offer one to be considered in buying newspaper space? or doesn't it make any difference? Perhaps the sensational, unreliable newspaper is the best. Who knows? E. C. MOULTON & Co.

NAME THE BOOKS.

SPRINGFIELD, Ohio, Aug. 21, 1895.

Editor of PRINTERS' INK:

I am a reader of your magazine, and as you ask for suggestions I send you one that occurred to me. As you know, doctors, lawyers, preachers, etc., each have their libraries suitable for their work. I think advertisers and ad writers do the same, or ought to, and it occurred to me that an article on this kind of a library, giving names of books which experienced people have found useful, would be instructive to the readers of your magazine. I have never noticed such an article, but I may have overlooked one; if so, pardon the suggestion. I think Geo. P. Rowell's ad writer has found *Esop's Fables* quite useful, judging from the last page in *PRINTERS' INK*.

L. M. PETTICREW.

CIRCULATION STATEMENTS IN ENGLAND.

Circulation statements in England are usually attested by the affidavits of expert accountants, who are employed from time to time by many newspapers to make these investigations and report on them, just as they would on the condition of a business for a man who expected to buy it.

The reputation of these accountants is sufficient to place their statements beyond doubt. Their business itself necessitates absolute accuracy in their reports. Such a system in America would extend confidence in proved circulations.—*Results.*

IN INDIANA.

SOUTH WHITLEY, Ind., August 22, 1895.

Editor of PRINTERS' INK:

At Cincinnati recently I saw the following printed in bold letters on a bill-board.

**BUY MY
WAGONS
AND HELP ME GET RICH.**

**JOHN H. MICHAEL,
8TH AND BYCAMORE STS.**

CHARLES M. WIENER.

CORNING SARCASM.

CORNING, N. Y., Aug. 26, 1895.

Editor of PRINTERS' INK:

A merchant of our city has placed a fair sized stone on a basket of peaches, and on it has inscribed the words, "Pinch This." A gentle rebuff merely to those who are forever pinching peaches and other fruits as they are displayed in front of the stores. I thought also in this connection it might be a good plan for the store keeper to place on his show case a piece of fly paper bearing the words "Lean on This," to accomplish the same effect.

W. J. CANNON.

THERE WAS NO ROMANCE IN IT.

John W. Kearns, one of the best-known lawyers in Indianapolis, and a member of the last State Senate, was at the Holland House yesterday. Mr. Kearns told a funny story concerning his visit in Paris. It was a recital of a ludicrous blunder, owing to his ignorance of the French language.

"I spent last summer on the Lakes, and while there I read Carlyle's history of the French Revolution, and I was much impressed with it. When I reached Paris I was still full of the romance, and said to myself: Here I am on the soil where patriots bled and died, and the most heroic deeds in the world's history were done. I went to a small hotel, and after cleaning up a little I went to take a stroll. I came to a stone wall in the course of my walk which was a beautiful piece of the builder's art. Carved deep in the stone was this phrase: 'Defense d'afficher.' I knew very little of French, but I started to reason with myself. I said, 'Here some great defense has been made!' I knew it must have been a defense, because I saw the word. Then I read on and interpreted 'afficher' to mean that either the people had resisted officers or the officers had resisted the people, and that this stone wall had been erected to commemorate the struggle. I turned to a guide and I asked him who had fought there and what the stone wall was a monument of. He looked at me in a puzzled way, and I pointed to the words and asked him impatiently what they meant. He said, stolidly: 'Post no bills.'—*N. Y. Tribune.*

SNYDER'S PERSPICACITY.

George W. Perry, of Rawlins, Wyo., writes, under date of August 19: "I exhibited a copy of PRINTERS' INK to John Snyder, one of my best advertisers. He at once subscribed for a year. He said it was the best publication on the subject of advertising that he had ever seen."

POLITENESS AS AN AD.

I have been shopping, and while I started out with the usual reluctance, I think I got some new ideas about the value of politeness. My wife and I went into a department store and the polite floor walker directed us to the proper counter at which to find the goods we were looking for, and the salesgirl began to show them, when the proprietor of the store came along in company with a gentleman, and as he passed us he remarked in a very audible voice: "By ———, I don't know what in the h—— I will do about it!" and passed on, and so did we, and a sale was lost.

At another place I asked the languid lady behind the counter for some half hose, and she asked me what price I wanted to pay, and I concluded to purchase hose somewhere where it was no trouble to show goods.

Then we went to another store, and the floor walker met us at the door, conducted us to the proper counter, addressed the salesgirl politely, calling her "Misa," and asking her to please show the lady the goods, and when the purchases were completed and we turned to leave the store, the floor walker gave us a pleasant adieu and an invitation to call again. Now all this polite attention might have been from a selfish desire to make money, but it is pleasant, and when I see the big ads of that firm in my daily paper they bring with them a pleasant memory, while the just-as-big ads of the other two bring to mind a vulgar, foul-mouthed proprietor, or a languid and lazy salesgirl. This sort of an impression, I presume, is not at all uncommon with a good many people, and according to whether it is pleasant or the reverse depends, in some measure, whether a given person will return to the advertiser or not.

At another store, where they were not busy just at the moment, the proprietor came up and talked pleasantly while we were looking at the goods, talked about the relative merits of two pieces, and gave his reasons for choosing one of them, called our attention to something new, and asked us to come back, all of which did not amount to much in the course of a lifetime, but made the visit to the store a pleasant one.

At another store I made a small purchase, and after getting home concluded to duplicate it, and sent a little girl for the article, with the result that she was charged a larger price than I paid. The transaction involved three cents, but it showed that the store-keeper was not to be trusted, for if he would overcharge a child he would not hesitate to cheat an adult if opportunity offered.

Some stores make one feel out of place, because the floor walkers and salesgirls are noisy, and make a constant uproar with the cash boys, while others are quiet, and have a well-bred air that makes it a pleasure to deal at their counters.

The point I want to make is that big ads are not all that is necessary to make a store successful, even when the ads are backed with goods that fill every representation. Good manners and politeness are valuable adjuncts, and unless they are in evidence no permanent patronage can be built up.

MILLER PURVIS.

THE advertisement that pays best is the plain, honest, forceful talk, written just as if the writer was talking to the reader face to face—a statement of facts. There is nothing in the world so interesting as facts, especially the facts of business.—*Charles Austin Bates.*

THOUGHTS ON WANT ADVERTISING.

By Free Lance.

Contributors to PRINTERS' INK have sometimes dilated on the sameness that characterizes much of the want advertising in our newspapers, as an indication that this branch of advertising has not developed as much as others, without considering whether there is really any possibility of development. Personally, I believe the want advertisement will always remain in its present form. First, because it comes from the common people, who are not otherwise advertisers, and have consequently no conception of the principles that underlie the science, and secondly, there does not appear to be any necessity for any better form.

The employer who desires a certain employee would hardly be influenced by a well written ad. What he desires is an employee who can do his work properly, and in most cases there is no other method of discovering an applicant's capability than by giving him a trial. The man who desired to pay fifteen dollars a week would not be induced to employ one demanding twenty-five dollars, simply because the latter's ad was a triumph of the ad-writer's art.

In view of all these circumstances, I believe there is little if any, field for the development of the want ad.

It has always seemed a curious fact to me, why the man who seeks help is charged twice as much as the man who seeks employment. It costs no more to set up the "help wanted" than it does the "situation wanted." In most cases, of course, the man seeking help is better off pecuniarily than the man seeking employment; but is this a fair basis on which to found rates?

My newsdealer tells me that he sells twice as many *Worlds* during bad times as he does in good times. He ascribes the increase to the fact that in bad times more persons buy the paper for the "help wanted" advertising in it. During the Christmas season his sales dwindle very low, which he explains by saying that at this time most people have employment. My own observation convinces me that a fairly large proportion of the *World's* circulation, and of papers of similar character, consists of people out of situations, who buy it for its want advertising. Circulation of this kind is not the most desirable for an advertiser.

I have sometimes heard it said that the paper which prints the most "wants" is the best in a city. A little reflection will show how absurd this is. But there is little doubt in my mind that the paper which is the greatest receptacle for "wants" is most beloved of the common people—and occasionally of the most common people. Sometimes, however, a paper that is distinctively different gets a large want advertising patronage. The *Herald* stands next to the *World* in the extent of business of this kind, yet the two newspapers are very dissimilar and reach very dissimilar constituencies.

Often one can judge the character of a newspaper by the character of its want advertising. The *Tribune* is full of advertisements calling for coachmen, tutors, high-class cooks, etc., showing at a glance that its readers are well to do. Certain Western papers have "personals" which indicate at once the character of their readers. Straws show which way the wind is blowing, and the wise advertiser will glance over the want advertising when he is in doubt as to the class which a paper reaches.

WHAT HOLDS A CUSTOMER.

The answer may be made in one word—Service. That means a satisfied patron—one pleased with the quality of goods, manner of delivery, the method of rendering accounts, the courtesy of attendants, the style of the store and its service, the personnel of the establishment, the prestige or general reputation of the store.

If all these and other minor details are pleasing, they will retain customers, almost regardless of prices. Customers must have confidence in a store if they are held; confidence is based upon character, and that is of slow growth, but easily destroyed. The building of a good name for a store is the work of years. The beginnings of all the great houses which to-day enjoy public confidence were small and the start was made many years ago. Frequently some new competitors leap into the arena and endeavor to start upon a basis regarded the equivalent of the facilities and capital of the older houses, but almost invariably they fail. Growth is as much a part of the development and maturity of business life as of animal and plant life.—*Hardware*.

WINDOW AND ADVERTISING SPACE.

Some men fail to appreciate the value of advertising, because they do not understand the principles that underlie it. Their experience may have been unfavorable through their ignorance of the art. Business men who put a card in the newspaper and leave it there week after week and month after month, without giving it further attention, do not reap the benefits they would if they handled it with the same care that they ordinarily give their show windows. A successful merchant does not fill up his display windows with goods and leave them without a change week after week and month after month, and yet we sometimes find obtuse advertisers who do that with the space they occupy in the newspapers.—*Newspaperdom*.

Classified Advertisements.

Advertisements under this head, twelve lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

HOW to make money evenings sent for 10c. Circular free. THE ADAGE, Buffalo, N. Y.

SAMPLE copies of papers of any kind sent to P.O. Box 2208, New York, will be carefully read.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

TO purchase, a weekly newspaper and job plant, in a town within 50 miles of New York. Address "H," Printers' Ink.

MS. wanted. Sample copy of CHIPS and full particulars for six cents. THE CHIPS PUB. CO., 407 Nassau Chambers, New York.

NEW YORK special representative of important dailies, about to open Chicago office, wants capable man as manager there. Address "SPECIAL" care Printers' Ink.

WANTED—To buy, a complete second hand country printing outfit, with cylinder press and job office combined. Send invoice and bottom price to HUGO FRILL, Central City, Ill.

SITUATION WANTED—Printer and newspaper man; an all round man, qualified for any position; foremanship country office preferred. "PRINTER," 1424 Michigan Ave., Chicago, Ill.

EDITORIALS written for daily or weekly newspapers (Republican or Independent preferred), by editor of leading paper in a New York city. Terms very reasonable. Address "MAK," care Printers' Ink.

JUST purchased HERALD. Want first-class, all-round practical man for half interest and to take charge mechanical department. References and \$1,000 to \$1,500 required. Best opportunity in State. **HERALD, Depew, N. Y.**

ADVERTISING MAN—We want at once a thoroughly experienced man to solicit advertising for a medium second to none in its line. Good man could easily earn from \$50 to \$100 per week. None but hustlers need apply. Answer quick, with references, addressing "S. L. J., Printers' Ink."

WANTED—A brisk and energetic young newspaper man, with \$2,000 cash, to purchase a one-fourth interest in a well established daily and weekly paper in a city of 30,000 people, and growing. Purchaser to take charge of advertising and circulation. Address "W. A.," care Printers' Ink.

\$800 WILL secure a good position and a one-third interest in a well established weekly newspaper and job printing business in a thriving New England city. Want a partner who can take charge of the newspaper, solicit ads and look after things generally when necessary. Must be a practical printer or newspaper man. Address "PUBLISHER," care Printers' Ink.

JUNE 14 I started the first of a series of ads to work up circulation of the **Seneca DISPATCH**, a country weekly of 700 circulation. Results: First week, 8 cash (\$1.00) subscriptions; 2d week, 19; 3d week, 28; 4th week, 22; 5th week, 13; 6th week, 10; 7th week, 13; 8th week, 35; 9th week, 18; 10th week, 25; total, \$100 in ten weeks. Twelve consecutive issues of the **DISPATCH** give the full series with results each week. Sent to any one for \$1.00. **D. W. GAHAGAN, Publisher, Seneca, Mo.**

WANTED—An experienced newspaper man to take editorial charge of a morning newspaper soon to be started in a rich suburban field by a stock company now being organized. Must be able to subscribe to the capital stock to the extent of at least \$2,000 (total capitalization \$30,000). An unexcelled opportunity, in a pleasant, healthful city, for capable man with small amount of capital looking for an opening. Undeniable references essential. Address "INDEPENDENT," care Printers' Ink.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 100,000 monthly.

PREMIUMS.

PREMIUMS for newspapers. The best thing out. Write for prices and circulars. Manufactured by **JAMES CUNNINGHAM, Dushore, Pa.**

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

MAILING MACHINES.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Prac'l; 1,000 hour; saves 2-3 time writing; no type lists; unique address label. **C. P. ADAMS & BRO., Topeka, Kan.**

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

CIRCULARS, samples and all kinds of advertising matter distributed at reasonable prices. **O. G. DORNEK, 55 Marion St., Cleveland, O.**

TO LET.

YANK, Boston. Space.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 30x34; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address **GEO. P. ROWELL & CO.**

ADDRESSES AND ADDRESSING.

LETTERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. **H. C. RUPE, South Bend, Ind.**

THE best yet. The freshest, best and authentic agents' and canvassers' addresses, not used yet, at \$2 per M. Have 15 M. The lot, prepaid, for \$25. Different States. They want good paying agencies now. No cheap names. **S. M. BOWLES, Woodford City, Vermont.**

PRINTERS.

VAN BIBBER'S Printers' Rollers.

\$22 BUYS 100,000 white 6x9 circulars. Write **ELECTRIC PRESS, Madison, Wis.**

FOR one check book, 1,000 checks, 3 deep, well bound, perforated and numbered, my price is \$6.00. **WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.**

1,000 NEAT business cards for \$1.50. I have on hand a large quantity of fine bristol board. While it lasts I will fill orders at the above price. Cash with the order. **WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.**

ADVERTISING NOVELTIES.

FOR the holidays or advertising, Illusion Puzzle, 25c. Box 223, Rose, N. Y.

ADVERTISING blotters, printed, \$2.50 per 1,000; size 4x9 1/2; good stock; 5,000 for \$10, cash with order. **S. L. AARON & CO., Printers and Stationers, 358 Dearborn St., Chicago, Ill.**

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MEMORANDUM PADS—Ruled or plain. Any size to order, in quantities, at 7 cents per pound. Fine quality, 10 cents. **P. o. b. Holyoke, Mass.** Cash with order. **GRIFFITH, AXTELL & CARY CO., Embossers, Holyoke, Mass.**

"The fellow that knows it all" is satisfied; but for folks who are seeking new ideas we have many suggestions in premiums and advertising specialties. Books, sheet music, games, etc. State your business and we will know what to send you. **THE CURRENT PUB. CO., 1098 Filbert St., Philadelphia.**

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 100,000 monthly.

STAR—Daily, only daily—three counties—fifty towns. Rockland, Me.

CENTENNIAL EDITION, SOUTHERN STOCK FARM will be read by over 200,000 farmers.

IF you advertise in Ohio you will get results. For particulars address **H. D. LA COSTE, 38 Park Row, New York.**

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

"In her **PORT INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast." *Harpers's Weekly.*

I OFFER advertisers papers that bring results. **H. D. LA COSTE, 38 Park Row, New York.** Agent for good mediums only.

I n all America there are only eight semi-monthlies which have so large a circulation as the **WISCONSIN AGRICULTURIST, Racine, Wis.**

ARE you advertising in Ohio? We invite your attention to the **Dayton MORNING TIMES**, circulating 4,500 copies daily; the **EVENING NEWS**, 9,500 copies each issue, and the **WEEKLY TIMES-NEWS**, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 50,000, and the **NEWS** and **TIMES** are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address **H. D. LA COSTE, 38 Park Row, New York.**

00000000000000000000000000000000

ILLUSTRATORS AND ILLUSTRATIONS.

CUTS for newspaper, book and catalogue illustrating by up-to-date methods. See our specimens and prices. SANDERS ENGRAVING CO., St. Louis, Mo.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 6c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

DRAWINGS to fit your ads. Little outline drawings are fifty cents; designs, etc., are more. Satisfactory or no pay. Let's hear from you. R. L. WILLIAMS, 83 L. & T. Bldg., Wash., D.C.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

TO BOOKKEEPERS—The Osborn Method increases collections, decreases losses; makes prompt customers; saves labor; reduces number monthly statements; makes reputation and increased pay for bookkeeper. No circulars. Price, \$2. Bank and mercantile references. **THE OSBORN CO., 91 Dearborn St., Chicago.**

FOR SALE.

\$1 BUYS 4 lines, 50,000 copies proven.
WOMAN'S WORK, Athens, Ga.

“IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast.”—*Harper's Weekly*.

FOR SALE—Complete country newspaper and job office, nearly new, Western New York; \$3,000, \$800 down. Big opening. S. J. McMILLAN, Salamanca, N. Y.

FINE printing press cheap. One single Clause press; prints four or eight pages, seven or eight columns wide; in use little over a year; in perfect condition; a great bargain. STAR-SAYINGS, St. Louis.

\$6,000 WILL buy a well-established even-
ing newspaper in a Central Cali-
fornia city of over 25,000 population; will pay
live newspaper man \$3,000 a year; will include
complete job office for \$5,000 more; both will pay
\$5,000 yearly. Satisfactory reasons. Address
"CALIFORNIA," Printers' Ink.

ADVERTISEMENT CONSTRUCTORS.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. **BRUCE & COOK, 190 Water St., New York.**

NEWSPAPER—Rolls or sheets. First quality.
Write A. G. ELLIOT & CO., Philadelphia, Pa.

STANDARD Type Foundry printing outfits,
type, original borders. 20 Clark St., Chicago.

A DDRESSING wrappers in exchange for adv.
space is my biz. TOWNSEND, 468 E. 23d
St., Minneapolis, Minn.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

DO you know that I have the most complete selection of brass rule in the world? When you want anything in the brass rule line write me about it. P. H. BRESNAN, Successor to Walker & Bresnan, 301 to 305 William St., N. Y.

SIMPLIFIES labor. **Increases** profit. If you want or need power, we can supply you with gas or gasoline engines of light weight, perfectly simple, moderate in price. Reliable and durable. No mechanical experience needed. PHILA. GAS ENGINE CO., 311 Walnut St., Philadelphia.

A PT eds. CURRAN.

SIX retail ads, with cuts, @5. R. L. CURRAN,
111 W. 34th St., N. Y.

4 CHINK winners \$2, if you send now. After Oct. 1 \$1 each. "M. B.," 9454 F'kford Av., Phila.

5,000 8-PAGE booklets for \$35. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

CATCHY readers and pithy car signs written for \$1 each—10 for \$7.50. R. L. CURRAN, 111 West 34th St., New York.

BUSINESS literature—interested? I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

THE only writer of exclusively medical and drug advertising. Advice or samples free.
ULYSSES G. MANNING, South Bend, Ind.

I'VE different prices to fit the work. Generally I'll write 13 squibs or 6 small display ads for \$5. One for the asking. F. B. BAGLEY, 212 S. 15th St., Philadelphia.

MY ads draw the reader on with a sweet violence, whether they will or not; 3 retail ads, as a test, \$1. If they do not suit, money back. C. J. BARLESS, Rose, N. Y.

A SAFE rule to follow : No matter who does the writing of your ads, circulars or booklets, be sure to have WM. JOHNSTON, of Printers' Ink Press, do the printing.

WRITE me your advertising troubles. I like to hear, study and mend them. In the answer I'll give you an ad you can use. **F. B. BAGLEY, 714 S. 15th St., Philadelphia.**

CONTRACTS for 365 advertisements a year.

E. L. SMITH, Codman Bldg., Boston, Mass.

"MR. SCARBORO—The ads you prepared for me some time ago were very effective as trade bringers. When I need more I shall call on you." David Cliffe, Florist, Germantown, Pa.

LITTLE ads of 10, 20, 30 lines are what I do best. General advertisers can have specimens. **R. L. CURRAN**, 111 West 34th St., New York.

I WILL write you 5 neat ads about your bus. and give directions as to composition for \$2 check. One sample 35c. Send stamp for "My idea of it." **H. FRANK WINCHESTER**, 160 Ashford St., Brooklyn, N. Y.

FOR \$10 I will print 1,000 8-page booklets, using good quality of heavy linen paper and any color of ink you may desire. Cash must accompany order and copy. Proof furnished. Address **WILLIAM JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., New York.

QUAINT conceits, hints and ideas (copyrighted) for advertisers and advertisement writers to elaborate. "Hot cakes!" Catch 'em going! Odd one and two-line headers—thirty for \$1 per month. One subscriber only each town 5,000 pop. **GEO. W. MARSTON**, Portsmouth, N. H.

THE difference in cost between effective advertising and poor advertising is small. Live advertisers prefer to pay the difference. Every advertiser can afford to pay me for preparing his matter as it should be prepared—effectively. He runs no risk by doing it. **H. P. BROWN**, Paulsboro, N. J.

I PREPARE 1/2-page magazine ads for \$5, include a little line cut, and give an electro of the entire ad splendidly set up; 1/4-page ads, \$8.50; page, \$15. I have been the ad writer of an ad agency which makes a specialty of magazine ads of highest grade. **R. L. CURRAN**, 111 West 34th St., New York.

HENRY HOLMES—5 ad- and 5 cuts for \$2. For retailers only and only once to each—after that \$5 for 5 ads and 5 cuts. Cash with order every time—money back if you want it. Booklets, circulars, etc., at proportionate prices on the same terms. Orders without cash—waive booklet. **HENRY HOLMES**, 17 Beekman St., N. Y.

G. liquors, East Liverpool, O., say this week: "We consider the ads that you wrote for us, also the booklet you prepared for us, the best and finest we have ever seen. They were the best business bringers we ever used." Let me add pulling strength to your announcements. **JED SCARBOROUGH**, 48 Arbuckle Bldg., Brooklyn, N. Y.

IF you're in business and advertise, I'd like to correspond with you. My business is to increase your business and to build up my own. The best business-bringer is advertising, properly written and placed. I do both as well as man is capable of doing. If you think there's value in my work, you pay its value—nothing more. Will you write? **F. MCC. SMITH, L. & T.** Building, Washington, D. C.; Equitable Building, Baltimore.

I WRITE truthful, brief, explicit ads on any subject. Medical ads, circulars, booklets, criticism on books and literature. I write the kind that sells goods. I write English, plain, every-day, simple pure Anglo Saxon. I live away from the metropolis, but I have my brains here; you get the advantage of that in the form of very reasonable prices. Uncle Sam attends to our correspondence safely. Send plenty of data. Address **CHARLES J. ZINGG**, Farmington, Me.

AN athlete and a bicycle get on well together the first time they meet. Athlete, like other people, can't stay on, but he don't fall off, jumps off, gets no bumps. He is cautious because he moves with energy and boldness and swiftness. A successful business man takes up the use of expert advertising without full control of it, but without mishaps. He is vigorous and eager and don't hesitate at trifles. I prefer to do business with business men who mean business and have energy. I write ads. **R. L. CURRAN**, 111 W. 34th St., New York.

THE cover of my new 30-page booklet is printed in three colors, and the booklet proper in two. I will write a similar one for any business for \$25. For printing 2,000 the charge would be \$100. I have about 1,000 copies left, and live advertisers can have one for a 4-cent stamp. **BERT M. MOSES**, Box 285, Brooklyn, N. Y. I have samples of ten 4-inch single column illustrated medical ads. For writing the ten ads and furnishing ten cuts I charge \$40. The cuts, of course, at that price, are not made from original drawings, but they are good cuts, nevertheless. Bona fide medical advertisers can have these samples free.

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. **FERRIS BROS.**, 394-330 Pearl St., N. Y.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and advrs.

THE CHICAGO PRESS CLIPPING BUREAU, 36 La Salle St., Chicago. 40 expert readers. Patrons all satisfied. We can help push your business. Write. N. Y. Office, Equitable Bldg.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black faced type the price is 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

FOR SEVENTY-SIX YEARS

The Arkansas Gazette

Has been the leading newspaper published in the State. It is issued from the State Capital, which is the educational and business, as well as the geographical, center and distributing point, with a population of 40,000 people. Judicious advertising in the columns of this paper usually brings profitable results.

CALIFORNIA.

ALWAYS AHEAD—Los Angeles TIMES, So. Cal.'s greatest daily. Circulation over 14,000

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address San Jose, Cal.

THE WAVE, San Francisco, Cal., the society, literary and political weekly. **E. KATZ**, 184-187 World Bldg., New York, N. Y., sole agent. **\$13,000** guaranteed.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly EXAMINER has the highest circulation yet accorded to any paper west of the Missouri.—From *Printers' Ink*, issue of July 3, 1895.

GEORGIA.

ONLY paper in Fayette County. Circulates in three. **FAYETTEVILLE (Ga.) NEWS.**

IOWA.

QUALITY as well as quantity are important considerations for an advertiser. The TELEGRAPH, Dubuque, Iowa, gives its patrons both. Many of the largest and leading advertisers are represented in its columns.

LOUISIANA.

SW. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

THE HOME TREASURY, Augusta, Maine proves 50,000 copies per month.

MASSACHUSETTS.

30 CENTS for 40 words, 6 days. Daily ENTERPRISE, Brockton, Mass. Circulation 7,000.

MICHIGAN.

THE 800 DEMOCRAT Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

SAGINAW Evening and Weekly NEWS. Largest circulations in the Saginaw Valley, Mich.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

JACKSON (Mich.) PATRIOT, morning, evening, Sunday and twice a week. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. Rates reasonable. The leading advertisers in the country are represented in the PATRIOT's columns. Information of H. D. LACOSTE, 38 Park Row, N.Y.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

THE SCRANTON ENTERPRISE, a gem of a country weekly newspaper, published in one of the most prosperous lumber manufacturing and truck farming counties in Mississippi, wants advertisements for its columns. Address THE SCRANTON ENTERPRISE, Scranton, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

REACH doctors — MEDICAL FORTNIGHTLY does it best. 1006 Olive, St. Louis.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

ANACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

NEW JERSEY.

POPULAR adv. mediums: Bridgeton (N. J.) **EY'S NEWS**, 3,000; Bridgeton (N. J.) **DOLLAR WEEKLY NEWS**, 1,800. Rowell guarantees circ'n.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - 15,500.

Advertisers find it PAYS!

NEW YORK.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

ELMIRA
TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.
Rooms 13, 14 and 15 Tribune Bldg., New York City.

OHIO.

THE Mansfield (Ohio) NEWS; proved circulation — daily 3,000, weekly 5,000 copies.

LARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW ERA, Springfield, O.

FINDLAY (O.) REPUBLICAN is the best newspaper in all respects published in any 30,000 city in the United States. Circulation—daily, 3,000; weekly, 2,000.

PENNSYLVANIA.

THE Perry (County) TIMES has the largest circulation in Perry County, Pa.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

BRIGHT, Crisp Local News served up every afternoon in attractive shape, with now and then a picture of some one well known in county affairs, has been the secret of the success of the **Chester TIMES**. It is acknowledged as the best local daily in Pennsylvania. WALLACE & SPROUL, Chester, Pa.

RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

SOUTH CAROLINA.

THE daily edition of **THE STATE**, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

TENNESSEE.

SOUTHERN STOCK FARM'S Centennial edition will be read by over 200,000 farmers.

TEXAS.

THE NEWS, Bonham, Texas, has the largest weekly circulation in Fannin County.

VERMONT.

THE Burlington FREE PRESS has largest daily and Weekly circulation in Vermont.

VIRGINIA.

THE STATE, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

SEATTLE POST-INTELLIGENCER.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

"In her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

THE SPOKANE SPOKESMAN-REVIEW

Only morning paper. Consolidation **SPOKESMAN** and **REVIEW**. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous. Its future will be the wonder of Western civilization. The **REVIEW** is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000.

CANADA.

THE largest circulation in New Brunswick is enjoyed by the **PROGRESS**, a weekly issued at St. John.—From *Printers' Ink*, issue of May 5, 1904.

MEXICO.

IN Mexico evangelical literature is scarce. There are few books and fewer periodicals. Hence the leading evangelical paper, **EL FAN**, is thoroughly read. Apartado 365, Mexico City.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD. Most important journal in Spanish America.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 52 weeks, for \$15, 6 months for \$8.50, 3 months for \$3.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$20 a year, or \$2 a month, for each line of *pearl* space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.
BREEDER AND FARMER, Zanesville O.
PACIFIC RURAL PRESS, San Francisco, Cal.
WISCONSIN AGRICULTURIST, Racine, Wis.
WISCONSIN AGRICULTURIST, Racine, Wis.

A. P. A.

A. P. A. MAGAZINE. New. 15,000 circulation already. 100 large quarto pages. \$3 yearly, 50c. monthly. None free. San Francisco, Cal.

ART.

ART LEAGUE CHRONICLE, Leavenworth, Kan.
BAKERS AND CONFECTIONERS.

SUPPLY JOURNAL, 173 Chambers St., New York.
CARRIAGES AND WAGONS.

THE HUB, 347 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.
THE HUB NEWS, 347 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

COAL.

COAL TRADE JOURNAL New York City.

COMMERCIAL TRAVELERS.

THE COMMERCIAL TRAVELER, St. Louis, published in the interests of and circulates among commercial travelers. Bona fide circ'n, 4,650.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

FASHIONS.

QUEEN OF FASHION, N. Y. City. Issued monthly. A million copies a year.
THE WAVE, San Francisco, Cal. 12,000 weekly.

FRIENDS.

FRIENDS' INTELLIGENCER, Philadelphia. Established 1844. Circulation 5,500.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 139 & Sixth St., Philadelphia, Pa.

DRUGS AND CHEMICALS.

WIS. DRUGGISTS' EXCHANGE, Janesville, Wis.
HOMOEOPATHY.

HOMOEOPATHIC RECORDER, Phila., Pa.

HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis. Monthly.

JEWISH.

JEWISH SPECTATOR, Memphis, Tenn., and New Orleans, La. Oldest, largest, best, most widely circulated Southern Jewish paper.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

LUMBER.

SO. LUMBERMAN, Nashville, Tenn. Covers South.

MEAT AND PROVISIONS.

The National Provisioner, N. Y., Chicago.
MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.
WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

MILITARY.

CANADIAN MILITARY GAZETTE, Montreal, Que. Only publication of its class in Canada.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

PAINTING.

PAINTING & DECORATING, 347 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's subscription.

PARKS AND CEMETERIES.

PARK AND CEMETERY, Chicago. Monthly.

PHILATELY.

AMERICAN PHILATELIC MAGAZINE Omaha, Neb. Monthly. Stamp men like it.

PRINTING INDUSTRIES.

PAPER AND PRESS, Philadelphia, Pa. The leading technical magazine in the world of its class—indorsed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application.

RELIGION.

THE PACIFIC CHURCHMAN, San Francisco, Cal. Oldest and representative Episcopal paper of Pacific States. Enters 31st vol. Aug., '96.

SECRET SOCIETIES.

THE LODGE RECORD, Watertown, New York.

SOCIETY.

THE WAVE, San Francisco, Cal. 12,000 weekly.

SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

STOCK.

SOUTHERN STOCK FARM'S wheat special will be read by over 300,000 farmers. Forms close September 10. All agencies.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

WOMEN.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

WE HAD TO

Just leased the Largest
office obtainable in

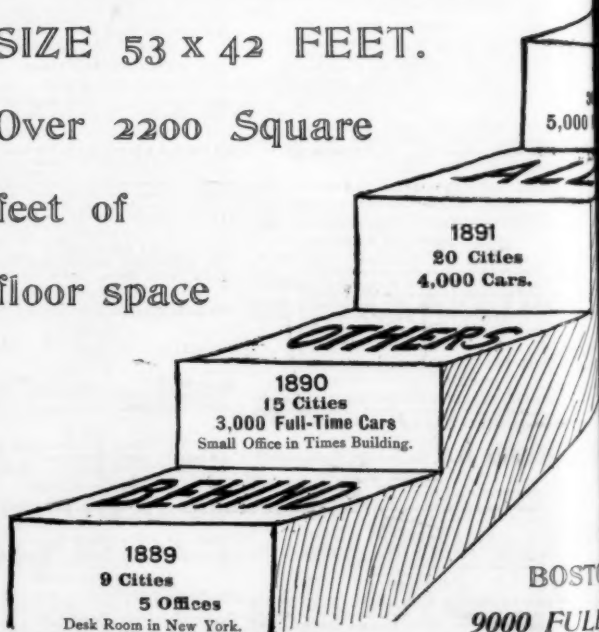
POSTAL TELEGRAPH BUILDING,
253 Broadway, N. Y.

SIZE 53 x 42 FEET.

Over 2200 Square

feet of

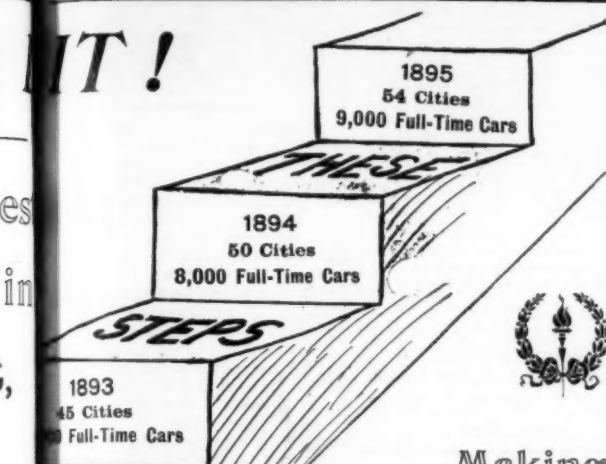
floor space



BOSTON

9000 FULL

IT!



Making
the largest
ADVERTISING
office on a single
floor in the World.

This will give us ample
facilities to transact our
business—which, like our con-
n, is the largest in existence.

LETON & KISSAM,

Street Car Advertising,

STOVER—DULUTH TO NEW ORLEANS.

ULLRS.

18 BRANCH OFFICES.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICE: No. 10 SPRUCE STREET.

CHICAGO AGENTS,

BENHAM & INGRAHAM, ROOM 24, 145 La Salle St.

LONDON AGENT,

F. W. SEARS, 138 Fleet St.

NEW YORK, SEPTEMBER 4, 1895.

TELL your tale in a telling way, in the ad.

As THE ad lengthens, it usually weakens.

You can get other people's money by advertising for it.

PEOPLE read good ads unconsciously—poor ones not at all.

PEOPLE are willing to be convinced, and a good ad convinces.

YOUR ad should not only be read, but it should be remembered.

KEEP pace with the times in your advertising—ahead of them if you can.

THE larger and more expensive the space the more carefully it should be filled.

SPARE the ad and spoil the business, is the new way of putting an old maxim.

AFTER you get the reader's attention don't disappoint him, tell him something worth hearing.

It is a very noticeable fact that the newspaper which follows its own teaching in regard to advertising is the one that pulls the "fat takes" off the general ad hook.

ADVERTISING is said to be store news. You know how differently news can be told—interestingly or the reverse. Bear this in mind when you are preparing your own "news."

PRINTERS' INK has often been called the Little Schoolmaster in advertising. Its opinions are valued because it is authoritative and unbiased.—J. S. Seymour, Publisher N. Y. Evening Post.

LAVATER says that he who has a superlative for everything, wants a measure for the great or small. The advertiser who uses up his best adjectives in describing poor goods, is often at a loss for words to adequately describe his wares when he really has something meritorious for sale.

MR. ROSEWATER is of opinion that the reason why PRINTERS' INK exposed the Omaha Bee's statement of circulation is to be found in the fact that the Bee did not advertise in PRINTERS' INK so much as was expected. The Bee did advertise in PRINTERS' INK at the rate of \$50 a week, or \$2,600 a year, for the year past, and the contract is still running. It would be interesting to know just how much, in Mr. Rosewater's opinion, it would have cost in advertising patronage to buy the silence of the "Little Schoolmaster."

PICTURES IN ADVERTISING.

By Joel Benton.

We seem to be living in an age of art. The new processes and methods which modern invention has brought about make pictures accessible for all purposes, utilitarian and decorative. The cheap ten-cent magazine owes an overwhelming part of its attractiveness to the illustrations, which only a few years since would have been unattainable; or, if their equivalent was procured, too costly to be considered.

It is quite evident, too, that we have not got to the end of this development. There are other ways which will be soon found out, and other effects than those produced by the so-called "process" style must yet appear. But we have also left in desuetude some fashions too good to pass out of existence. There is the old Bewick fashion, still intensely interesting, which makes the surviving books that contain the Bewick cuts, in excellence, much sought after—to say nothing of the silhouette and the mezzotint, the last of which figured with admirable art quality in the old "Annuals" that addressed the public

between every Christmas and New Year's.

So good were some of these pictures that any survivor of the time when they were dominant need not blush for them, or be ashamed to have them compared with our best specimens of cotemporary periodical art.

In considering the application of pictures, however, to utilitarian, and especially to advertising purposes, it must be remembered that we have got to work with the machinery of rapid printing, applied to large editions. Even our best magazines do not treat us to etchings, because the cost of them makes their magazine use impracticable. One could be inserted, no doubt, but I believe none ever has been. If an advertiser, with much money to spend, should wish to do so it might prove a hit. He could possibly bear the expense of this, or of the now little known and mostly forgotten mezzotint, if he should fish out some discoverable old plate, and affix thereto his saponaceous or medicinal legend.

There is too little use among us as yet of the inserted red, green or orange leaf in the advertising pages of our magazines, as the English publisher does this. A leaf inserted, containing the very brilliant modern and quite recent colored photogravure, would make a striking illustration. All eyes would see it and see it to admire. Illustrations, like Flaxman's outlines in behalf of Dante, and the dark silhouette, ought to be made easily available. For our present rage on pages and posters—not marked by the "divine afflatus," but by the *divine flatness*, if I may be allowed the parody—will not always continue. Just now, however, it is clearly in the ascendant and has the floor.

When we get over its domination, we shall turn to better things, if not to some phases of old art renewed. For pictures are not merely for children. They touch a welcome from mature minds. In the reading matter it is not always they that are adjuncts to the text; it is the text, very often, that is framed to support the picture. And, while they have such sway, the advertiser cannot safely forget his account in them.

EVERYBODY knows that anything having value or merit can be successfully advertised. Everybody knows that the degree of success is always determined by the quality and quantity of the advertising.—B. M. Moss.

By Horace Dumars.

A number of years ago I began to realize that retail advertising could be greatly benefited by the use of suitable illustrations, but they were so expensive as to be practically out of the reach of merchants in small cities and towns. In fact, but one or two houses were indulging in a daily change of illustrations, and among the first in this line, as I recall it, was the firm of Willoughby, Hill & Co., located in Chicago. Their outlines, as I remember them, were exceedingly clever, and must have secured for their advertising very handsome returns. In time it dawned upon me that advertisers would use more space for their advertisements if they could be furnished with cuts at a low price, and experience demonstrated that I was right in my surmises. I was at that time connected with a daily paper in a small Western city, and shortly afterwards became manager of a new daily publication in the same place, and in both of these enterprises the use of cuts was found very useful in increasing the amount of space that patrons would use. The A. N. Kellogg Co. was then sending out specimen sheets of cuts that had been used in the Kellogg ready-print editions, and was selling them in quantities at about ten cents each. These stereotypes were purchased in strips a couple of feet in length, and out of the seven cuts usually found on each block, possibly two could in some way be utilized by fitting up an introduction that would in a manner connect them with the advertisement of which they were to become a part, but it was hard work to bring the two together. The scheme, however, paid me for whatever trouble there was in it, and was continued for a long time. In my experimenting I found that many advertisers took kindly to outline illustrations, but were prone to permit a cut to do duty too long before changing it. But this was owing to the fact that advertisers had not yet been educated up to the necessity of good, live advertising, as is now the case.

Several years later found me in New York as a special representative of the *Ohio State Journal*, with desk room in the office of the Bacheller & Johnson's Newspaper Syndicate, and the ease with which publishers secured good

matter and cuts at a very low price, through syndicate methods, suggested to me that there would be a field for something in a similar line among retail advertisers. The idea was soon put into practical working form, and in the early part of 1889 I sent out my proposition to furnish merchants with a weekly or daily service of new illustrations, prepared specially for advertising purposes and suited to their various lines of goods. In order that local dealers might have an opportunity of seeing the advertisements of others in their line of business in other cities, my service included fifty specimens of ads per week, clipped from various publications throughout America. Thus, a dry goods merchant in Pittsburg would have a batch of specimen advertisements in his line of trade covering the country from Maine to San Francisco, and Toronto to New Orleans. The latter idea has since been put into a more practical form by the publishers of *Brains*, and now hundreds of ad writers scan the columns of that publication each week to see what others are doing, and possibly with a view of securing points that may be embodied in their own efforts.

My prospectuses and letters not only called the attention of merchants to the advantages afforded by the "Advertisers' Syndicate," but they also had the effect of starting up quite a number of persons in the same line, and for a while the "woods were full of 'em." By the time I brought retailers to understand the advantages offered by syndicating cuts and matter, they were being flooded with offers from rivals, who seemed ambitious to get business at any price. Among the first to enter the field was Wilbur Bacheller, and for some time that gentleman and myself carried on a friendly rivalry from opposite corners in the same room. Neither of us found much profit in this pioneer business, and I finally sold out the "Advertisers' Syndicate" to Mr. Bacheller and a Mr. Doolittle, who was at that time associated with him. By the purchase of my syndicate, which was the first of its kind, the Pictorial League became the oldest in this line of business, and has since grown into a business of large proportions. Although my friends at the time shrugged their shoulders, the success of several enterprises in this line of business has proven that the field was an extensive

one, and there seems to be no prospect of its being worked out.

My old idea, that publishers could make it to their advantage to supply patrons with cuts, again took possession of me a couple of years after I had established the "Advertisers' Syndicate," and Mr. Seeley, auditor of the American Press Association, decided to test the merits of a plan I had furnished him, the result being that a service of very useful outline cuts was offered to advertisers through the publishers of their local papers at a wonderfully low rate. The service immediately became popular with publishers, and for some time I was kept busy supplying ideas for illustrations and introductory lines to accompany these cuts, it being no uncommon thing to be called upon to furnish twenty-five ideas in a single week. Eventually this work was performed by the permanent corps of writers employed by the American Press Association, and I am told that Mr. Bancroft, now of Pope Mfg. Co. advertising fame, did a great deal of this class of writing. A peculiar feature in connection with these advertising cuts furnished by the American Press Association is the fact that they do not become "back numbers," as is the case with literary matter soon after it is sent out, and only a few weeks since in the ads of a large Brooklyn clothing house I recognized cuts originated by me and included among the first offered by the American Press Association.

CHECKS FOR SEVEN CENTS.

Of the many schemes employed by advertisers to attract and retain the attention of the public, the one employed by a prominent down-town haberdasher is certainly as novel as any conceived. He got up an elaborate envelope with a crest upon it and inclosed a short and well-worded note, asking the attention of the reader for two minutes to his notice of his goods, and inclosed also a check regularly signed, for several cents, as the value of the time requested.

The advertisement was sent to board of trade men, bankers, and the better class of business men throughout the city.

The haberdasher hardly thought that any one would take the trouble to cash the checks, but some bright and kind-hearted wit conceived the idea of collecting these checks and using them for a worthy object. Accordingly the checks were gradually gathered in, all properly indorsed, and sent to the children's fresh-air fund, and aggregated quite a comfortable sum.

While the advertiser was rather surprised at the novel use to which his advertising checks were put, he is quite pleased to contribute thus indirectly, as it were, to such a worthy cause.—*Chicago Times-Herald*.

"A WICKED PARTNER" ARRANGEMENT.

ADDISON ARCHER FINDS THAT'S WHAT SPECIAL AGENT EIKER CALLS THE NON-ADVERTISING PUBLISHERS' ASSOCIATIONS—T'S A JOB PUT UP ON THE SMALLER PAPERS BY THE LARGER ONES—IT TIES UP THE SMALL ONES AND GIVES THE LARGE ONES ALL THE SPOILS—NEWSPAPERS SHOULD BE THE LARGEST ADVERTISERS IN THE COUNTRY.

Mr. T. B. Eiker, the genial and popular special agent, was at luncheon at the Hardware Club with Mr. C. E. Ellis the day that the issue of PRINTERS' INK containing Mr. Ellis' interview regarding the "Dual State Ass." had appeared, and I seized the opportunity to draw Mr. Eiker out on this interesting subject.

"Do you think that any publishers' association should deny its members the privilege of advertising as they see fit?" I asked, as an opener.

"What do you mean, advertising in PRINTERS' INK?"

"Yes, PRINTERS' INK and other publications of that character."

"I think a man can live without advertising in PRINTERS' INK."

"But the men who do advertise get along very well."

"But that doesn't imply it's due to PRINTERS' INK. There are bright agents in the world who are very successful, yet do not use PRINTERS' INK, and there are other publications than PRINTERS' INK."

"What are they?"

"I do not want to mention them."

"PRINTERS' INK will be very glad to advertise them," I replied, but Mr. Eiker did not see fit to go into particulars. He said something about PRINTERS' INK being allied with the American Newspaper Directory. He said a good many bright things that were more or less facetious, and then said that PRINTERS' INK did very well for special agents whose papers were well spoken of in its columns, and not by those whose papers have been purposely misquoted.

"As a medium for exploiting adsmiths, PRINTERS' INK is the best of the lot. As for advertising newspapers, the fact of other men using it so much doesn't imply that it's a good medium."

"Have you tried it, Mr. Eiker?"

"I haven't tried it, but some of the

newspapers that I represent have tried it."

"Do you believe that publishers' associations should deny their members the privilege of advertising in periodicals like PRINTERS' INK?"

"No, of course not. All papers should advertise, but not necessarily in PRINTERS' INK."

"Shouldn't it be left with the papers themselves as to where they will advertise?"

LEAVE IT TO THE PAPERS.

"Yes, sure; and in their advertising they should be governed by the price and past treatment by such publications as cater to their advertising publishers. They have at hand more evidence of successful advertising than any other people in the world, and I think newspapers ought to advertise as much or more than any other line of business in the world. A great mistake many a newspaper makes is advertising itself within itself. This putting ads in their own columns is like fitting up a fine store and hanging up signs inside. Say a publisher has a good newspaper. He must make it known, or other people will not know that he has a good newspaper. Royal Baking Powder may not be any better than any other baking powder, but the people know about it and demand Royal Baking Powder, because Royal Baking Powder has advertised that it is good.

"Now, the *Chronicle*, out in Chicago, is just as good a paper as any other there, but the great trouble is to get people to realize it. It cannot do it by advertising in its own columns; it cannot do it by advertising in its contemporaries, because its contemporaries would not allow it to put anything in that would be strong enough to seduce any of their readers. If they didn't advertise in some way, they wouldn't be discovered in years. The advertising of newspapers should be principally to gain readers."

"Don't you believe in advertising for good advertising?"

"I certainly believe newspapers should advertise. They should use discretion in the selection of mediums, and not be influenced by the hope of getting or fear of losing business controlled by the owners of directories, annuals, and such as that.

"The object of all those associations in making their rule not to advertise is simply to do away with the

necessity of going into publications of all the agencies. The publishers throughout the country are most susceptible, and can't seem to refuse advertising propositions made by agents who control business, and so they just simply combine for safety. They combine and then blame it on the wicked partner. All these associations are simply wicked partner arrangements.

BEST FOR THE BIG ONES.

"These association combinations are usually formed at the suggestion of some big, prosperous paper that gets more than its share of business any how, and are able to induce others to go into combination with it."

Mr. Eiker here quoted the case of a large paper in Chicago, stating that the paper in question attained everything it wanted to attain, and then got its young members tied up in a combination where they couldn't advertise themselves, and thus attain similar success.

"The smaller papers naturally grasp the proposition to combine against advertising because, on its face, it looks like saving money at first, but it results in the big papers keeping the little ones down.

"Out there in Chicago they have a local association that ties all the papers up as to the way their advertising should be handled, or classified, or made distinctive. You see, after the big paper I'm speaking of got the other papers into the thing, it went to work to offer its space with five times the circulation at the same price the others were obliged to charge.

"With arbitrary rules to tie them down as to length of double column ads, and the classification of their ads, smaller papers were practically helpless. Newspapers ought to be the largest advertisers in the country in their own locality, any way."

PUZZLE ENTERPRISES.

Mr. Eiker went into the discussion of puzzle enterprises. He said that one of the big papers in Chicago advertising to give away lots of money in puzzle combinations, got thirty-five or forty thousand answers, where one of its contemporaries, which is losing about five thousand dollars a week, is spending its energies in hustling for subscribers by sending out canvassers—a method of increasing circulation that Mr. Eiker doesn't have much faith in. He believes that if they took the \$5,000 loss and gave it away

in puzzles, that it would do them a great deal more good, because it would furnish them with an immediate increase of circulation, which would increase its advertising.

"It is all a question of application to loss," Mr. Eiker said; "the paper will go along for years like the *Chicago Record*, getting out a good paper every year, but yet losing money right straight along, simply because people wouldn't recognize that it was such a good paper because they had not been induced to read it.

"Now instead of running along eight years with a loss, if the *Record* had taken its loss and put it right into advertising, say in its second year, it would have been ahead at the end of eight years. It would take only a quarter of what it had lost, spent in advertising (say \$40,000 or \$50,000), to put it way ahead. This puzzle business is perfectly legitimate on the part of a new paper, but not on the part of old papers. What would be legitimate on the part of a new paper would be undignified on the part of an old paper. What would look strong on the part of a new paper would look weak on the part of an old paper. It is really giving away of sample copies."

"Then you believe in sample copying?"

"I believe the best way to sample copy is to make them pay for it.

"The *Ladies' Home Journal* was just as deserving its present large circulation the first year it was published as it is now, but just the same it took a couple of hundred thousand dollars a year to get that circulation."

"And now it advertises in PRINTERS' INK?"

"Yes."

"Then you believe that newspapers should be allowed to push for prosperity the way they think best?"

"Everybody believes that. Newspapers shouldn't worry over saying 'no' to agents wishing them to advertise in special mediums that are of no account. A positive 'no' never means a loss of business nor a loss of friendship. Advertising agencies do not retaliate in this way. For the past eight years, up to a short time ago, I represented one of the papers that belonged to a non-advertising combination, and no resentment was shown by any of the agents on account of my not advertising with them."

ADDISON ARCHER.

Why

THE NEBRASKA STATE JOURNAL

Published at **LINCOLN**, the State Capital,

Has the Largest Circulation

**of any morning or evening daily
newspaper in Nebraska.**

Because, there are 10 railway trains leaving Lincoln (the railroad center of the State) before 10 a. m., on which it is the **only** morning paper carried or distributed.

Because, published at the State Capital (the headquarters for political news), it has unequalled facilities for their procurement and dissemination.

Because, its management has earned and enjoys the confidence and approval of the honest, right-minded and intelligent citizens of the State.

Because, it is known to be honest and truthful in statements of facts.

**Evidence of largest circulation from disinterested
parties willingly shown at its publication office.**

**To Reach Buyers in Nebraska, Advertise in the
Nebraska State Journal.**

Sample copies, advertising rates or other information on request.

J. E. VAN DOREN SPECIAL AGENCY,

Publishers' Direct Representatives,

TRIBUNE BUILDING, NEW YORK. 1320 MASONIC TEMPLE, CHICAGO.

NUMBER EIGHTEEN.

(INCLOSURE.)

THE \$100 REWARD.

The *St. Louis Magazine* now has the distinction of being number eighteen on the list of periodicals for which the American Newspaper Directory has been required to pay the reward of a hundred dollars, which for eight years has been offered for the discovery of a case where the Directory has been misled into awarding a circulation greater than the facts would warrant, by means of an untruthful report emanating from the office of the periodical in question and signed by some one competent and authorized to convey such information.

BELOW IS A COPY OF THE REPORT FURNISHED BY THE ST. LOUIS MAGAZINE.

To the Publishers of the American Newspaper Directory:

No issue of this paper for the period of a full year preceding the date of this certificate has been less than 26,500 complete copies. Name of paper, *St. Louis Magazine*. Town and State, St. Louis, Mo. Signature, T. J. Gilmore. Date, January 28, 1895.

The correspondence printed below shows how the reward was earned:

Office of
LORD & THOMAS,
Newspaper Advertising,
45 to 49 Randolph St.,
CHICAGO, June 21, 1895.

Messrs. Geo. P. Rowe & Co.:

In the preface of your 1895 American Newspaper Directory I notice you offer, as usual, \$100 for the detection of a false rating. On page 491 I find the *St. Louis Magazine* rated at 26,500 copies as the smallest edition issued within a year. I had occasion to enter into the question of circulation with the publisher of this magazine, and yesterday when in St. Louis examined most of his post-office receipts for the last year, and I find that for nearly every month last year and up to May of this year his post-office receipts showed that he deposited in the post-office a little less than 3,000 copies per month, and he admitted to me that he had been misrepresenting his circulation. Under the circumstances, I would be pleased to receive your check for \$100.

CHAS. R. ERWIN.

NEW YORK, June 24, 1895.

Mr. Chas. R. Erwin:

We have your communication of June 21, referring to the circulation rating in the American Newspaper Directory for 1895 of the *St. Louis Magazine*, rated "smallest edition during the year 26,500." This circulation is guaranteed by us upon the publisher's statement and under the forfeiture of one hundred dollars. The proof you now send is not sufficient to establish your case in law. We ask your attention to the circular "The \$100 Reward," inclosed herewith; meantime we send a copy of your communication to the publisher of the *St. Louis Magazine*. Very respectfully,

THE AMERICAN NEWSPAPER DIRECTORY.

When any one questions the accuracy of a guaranteed circulation rating in the American Newspaper Directory, and makes an attempt for the \$100 reward offered in cases where the Directory has been imposed upon by an untruthful report, it becomes requisite, in order to obtain the reward, to furnish such proof as would be considered satisfactory by a grand jury or in a court of law when no defense is set up. Persons intending to enter a claim for the reward will do well to take the advice of a local attorney or a business man having experience in such matters. The publishers of the Directory pay the reward cheerfully when a case is made out, but it is not a part of their business to aid in proving a publisher in the wrong, who, so far as they know, and would be glad to believe, may be absolutely right.

NEW YORK, June 24, 1895.

Publisher of *St. Louis Magazine*, 2819 Olive street, St. Louis, Mo.:

Under the date of Jan. 28, 1895, you furnished us with statement of circulation to be published in the American Newspaper Directory for 1895, under our guarantee of one hundred dollars if not found correct, showing your smallest issue during the year to have been 26,500.

We are this morning in receipt of a letter from Mr. Chas. R. Erwin, office of Lord & Thomas, Chicago, Ill., a copy of which is inclosed herewith. Please advise us if the statement therein made is correct and if he is entitled to the reward of one hundred dollars for having discovered a lying circulation report.

THE AMERICAN NEWSPAPER DIRECTORY.

ST. LOUIS, MO., June 28, 1895.

The American Newspaper Directory:

I have no authority to answer your letter of June 24th further than to say the manager is away and you had best suspend judgment until you hear from him, which will be within a week or ten days. Very truly,

ST. LOUIS MAGAZINE, per Clark.

Office of
LORD & THOMAS,
Newspaper Advertising,
45 to 49 Randolph St.,
CHICAGO, July 8th, 1895.

Publisher of the American Newspaper Directory:

Referring to yours of the 24th regarding the circulation of the *St. Louis Magazine*, I will secure the proof you request and send it to you some time within a week or two.

C. R. ERWIN.

The "ST. LOUIS MAGAZINE,"
2819 Olive street,
St. Louis Magazine Building,
St. Louis, July 13, 1895.

American Newspaper Directory:

GENTLEMEN—We find your letter of June 24 among the effects we have purchased with the *St. Louis Magazine* plant. We believe the circulation was all right when the report was made, as they used very large special editions illustrating towns, and sometimes two and three extra editions a month, in which all advertisements appeared, none of these going through the mails, being sent out by express. We can send you samples of these extras if you care to see them. We

shall continue the publication of the *Magazine* under a change of name, all of which we will inform you later on when we get things under way. Sincerely yours,

ADVANCE BOOK CO., per H. B.
(Confidential.)

NEW YORK, July 15, 1895.

Publisher of St. Louis Magazine, 2819 Olive street, St. Louis, Mo.:

Replying to yours of July 13, we have a statement on file from your office giving the smallest issue of your paper during the year 1894 to have been 26,500 copies. Mr. Erwin, of Chicago, swears that your circulation was a little less than 3,000. Your letter of July 13 does not conclusively contradict Mr. Erwin's statement. As it now stands, it appears that he will be entitled to a check for one hundred dollars for proving that your circulation statement is false. Have you anything further to say in the matter?

THE AMERICAN NEWSPAPER DIRECTORY.

CHICAGO, July 26, 1895.

Publisher American Newspaper Directory:

Referring to your letter of June 24th, regarding the *St. Louis Magazine*, the writer has delayed replying to your communication thinking the post-office inspector of St. Louis might take some action in regard to this publication which would give publicity to the facts concerning the circulation of the *St. Louis Magazine*, and that you would then know that the claim made by the writer was correct.

About the first of May we had occasion to make inquiry of the publisher of the *St. Louis Magazine* regarding its circulation. In reply to our inquiry the publisher mailed us a post-office receipt dated April 30th, 1895, which showed on the face of it that he had deposited 10,683 pounds and paid \$106.83, and in his letter he said that the magazine weighed about four to the pound, therefore his circulation for the May issue was exceeding 40,000 copies.

The post-office receipt seemed, in our opinion, to have been altered, therefore, to protect ourselves, we submitted it to the postmaster in St. Louis, and found that the post-office receipt had been changed from 683 pounds and \$6.83, to 10,683 and \$106.83. The postmaster at St. Louis immediately referred the matter to the post-office inspector, and we have not yet learned what action the post-office inspector is going to take in the matter.

In the meantime, the publisher of the *St. Louis Magazine* submitted to the St. Louis post-office officials, and also to the writer, his post-office receipts from last August up to and including the April 30th receipt, and below is what the writer found the post-office receipts to be:

August	17th, 1894.....	11 pounds
"	21st, ".....	340 "
September	4th, ".....	47 "
"	12th, ".....	27 "
"	17th, ".....	30 "
"	21st, ".....	362 "
"	25th, ".....	625 "
October	26th, ".....	480 "
"	31st, ".....	14 "
November	6th, ".....	30 "
"	16th, ".....	29 "
"	30th, ".....	53 "
December	7th, ".....	48 "
"	14th, ".....	44 "
"	21st, ".....	478 "

January	4th, 1895.....	34 pounds.
"	11th, ".....	41 "
"	18th, ".....	35 "
"	26th, ".....	534 "
February	1st, ".....	46 "
"	16th, ".....	69 "
"	19th, ".....	14 "
March	7th, ".....	31 "
"	18th, ".....	30 "
"	30th, ".....	21 "
April	1st, ".....	592 "

The writer believes that this evidence is sufficient proof to you that the claim of the publisher of the *St. Louis Magazine*, that he did not publish less than 26,500 copies any issue during 1894, is not correct. Yours truly,

C. R. ERWIN.

CHICAGO, August 3, 1895.

Publisher American Newspaper Directory:

Your favor of the 30th inclosing printed proof, showing the present status of the *St. Louis Magazine* case received.

In reply, if you will examine copies of the September, October, November and December, 1894, issues of this magazine you will find that they do not contain advertisements of any towns or write-ups of towns, and consequently the claim of the present publisher that many copies were sent out by express in consequence of such write-ups or advertisements is undoubtedly incorrect.

If the publisher was in the habit of sending out the larger portion of his edition by express, why was the post-office receipt, which he sent us to prove his May circulation, changed from 683 to 10,683 pounds? Why didn't he send us the post-office receipt just as it was and send us express office receipts showing the amount sent out in that manner?

The fact of the matter is that Mr. T. J. Gilmore, the publisher of the magazine, admitted to the writer that he had misrepresented his circulation.

It would seem to the writer that it was clearly proven that the *St. Louis Magazine* did not publish during the latter half of 1894, any month, as many as 26,500 copies. Yours respectfully,

C. R. ERWIN.

Copies of the correspondence printed above were submitted to the 241 other monthly periodicals credited with issuing more than ten thousand copies. Of these less than one in twelve responded, and out of the twenty answers three thought the case not made out. Seventeen, however, concurred in the decision announced by Mr. A. B. Brady, secretary of S. S. McClure, Limited, proprietors of *McClure's Magazine*, which tersely said:

NEW YORK, Aug. 15, 1895,

Editor American Newspaper Directory:

We think Mr. Erwin is entitled to the reward in the case of the *St. Louis Magazine*.
S. S. MCCLURE, LIMITED.

A. B. Brady, Secretary.

The reward was paid by check on Monday, August 26.

WHEN a firm becomes convinced that the best advertising is continuous newspaper advertising they are generally successful.—*National Printer-Journalist*.

NOTES.

A BROOKLYN fruit and vegetable dealer advertises himself as "licensed to sell green goods."

HORACE DUMARS has taken charge of a new department in *Newspaperdom*, devoted to "Advertising Topics."

HERBERT BOOTH KING & BROTHER have issued a booklet containing all the S. H. & M. advertisements used in a year past.

THE *Globe* is the only newspaper in Boston which is willing to show its books and prove its circulation.—*Fourth Estate*, N. Y., Aug. 8, 1895.

A NEWSPAPER has been started in London which is printed on a postal card. The first number has four illustrations, a comic tragedy, a few jokes and puzzles and some advertisements.—*Newspaperdom*.

MR. W. E. HASKELL, manager of the *Minneapolis Times*, writes that his average circulation for July and August to date is 32,000 daily and 55,000 Sunday. This speaks highly for the popularity of the *Times*, and should be known to all advertisers.

A SUPPLEMENT of 32 pages in the last issue of the *American Druggist and Pharmaceutical Record* is devoted to "Best Tonic." It contains photos of windows winning prizes in the recent window-dressing contest, offers to druggists, testimonials, as well as reproductions of the best of the Pabst ads.

MR. W. B. CARR, the business manager of the *St. Louis Republic*, has prepared an affidavit, showing that during the year 1894 the total number of copies of that paper printed on Sunday was 3,589,075. The total number sold was 3,409,622, making the average of the Sunday issue for the full year 65,569. During the year 1895, so far, the average exceeds 70,000.

THE Los Angeles, Cal., *Daily Times* furnishes the *American Newspaper Directory* a statement of its daily circulation for one year previous to May 1st, 1895, showing the daily average during that time to have been 23,746. The *Times* is in the habit of stating its exact circulation and its figures have never been questioned. By some neglect the publishers failed to furnish figures in time for the 1895 issue of the *American Newspaper Directory*, and the circulation as therein given is accordingly estimated.

THE Penal Code of the State of New York, as amended in 1893, chapter 650, reads as follows: Sec. 717a. Every proprietor or publisher of any newspaper or periodical who shall wilfully or knowingly misrepresent the circulation of such newspaper or periodical for the purpose of securing advertising or other patronage shall be deemed guilty of a misdemeanor. This crime is punishable by imprisonment in a penitentiary or county jail, for not more than one year, or by a fine of not more than five hundred dollars, or by both.

PEOPLE never weary of finding each time they pick up a newspaper fresh, bright announcements, that are probable in their statements and pleasantly worded. If you had a salesman who confined his remarks to customers to the single statement that "We, Us & Co., number 'so and so' street, carry a well-assorted stock of hardware, cutlery and tools," the chances are that he would very soon have an opportunity afforded him to seek another situation.—*Francis I. Maus*.

A COMMON FAILING.

He's a thinker with a countenance morose;
He's a brainy man of weight, down to his toes;
And he piles his ad with logic,
And with information cosmic;
But the article he's selling, no one knows.

THE SUMMER GIRL.

THE \$6,000 wax figure of the Summer Girl, employed as an advertisement in a Wilmington (Del.) shop window, was melted by the intense heat on Monday last, although the typical summer girl is supposed to keep cool under all circumstances. The moral is that advertising in wax is more or less precarious in dog-day weather. The only advertisement warranted not to run is the model from a composition of printers' ink and brains. This holds its form whatever the temperature.—*Philadelphia Record*.

A PAPER showing no wasted space, but every inch used to the best advantage for reading matter or advertising makes the same impression on a prospective advertiser as a well stocked store does on a customer—"it looks like business."—*Nebraska Editor*.

Displayed Advertisements

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

FARMERS \$\$\$\$\$

Southern Farmers have dollars to spend with some one, will you be the one? The Centennial Edition of the SOUTHERN STOCK FARM will be read by 200,000 well-to-do farmers. Rates low. All agencies.

STOCK FARM Nashville, Tenn.




Send Sam

ples, circulars, booklets" and catalogues to the

addresses obtainable direct from MY LETTERS, and you'll be SURE to get BIG RETURNS. They're TO LET as follows: 5,000 of 1892-3 at \$1; 6,000 of 1894-5 at \$2—or the 11,000 for \$14. Some copied twice; some once; some never. "They pay big," Seymour Eaton, Publisher, Philadelphia. "Have used them for several years." Irving Homoeopathic Institute, New York. SAVE THIS and write to J. H. Goodwin, 1215 Broadway, New York.

AGRICULTURAL are a class of farmers who can appreciate a good thing when they see it, and who enjoy the luxuries of life as well as the necessities. Try it **EPITOMIST** vinced. The **EPITOMIST** is a paper made up wholly of original articles from the pens of practical and progressive farmers. Its **READERS** are brim full of interesting and educational matter, told in an interesting way to those interested in farm, garden, dairy, poultry or household pursuits. Send for sample copy and advertising rates to

EPITOMIST PUB. CO.,
Indianapolis, Ind.

4 YEARS OLD.  **8 THOUSAND CIRCULATION.**

THE RECORD OF
BRIDGEPORT'S ONLY MORNING PAPER.

THE MORNING UNION.

BRIDGEPORT, CONN.

 ..RATES ARE LOW.. 

Wanted, the Best Salesman

on the road, to handle the "Century" Pony, the "New Model" Web and other high-grade printing machinery.

Technical knowledge not necessary but must possess sufficient adaptability to grasp salient points of the work.

None but a man of strong individuality, good address, indefatigable energy, and one who has acquired the habit of success, need apply. Do not call, but write with all particulars. All communications confidential.

CAMPBELL PRINTING PRESS & MFG. CO.,
6 Madison Ave., New York.

You Should

Think twice before omitting from
your list the

Christian Uplook

—provided you would reach the thrifty and discriminating households of Western and Central New York State and Northwestern Pennsylvania.

Full information on application.

The Christian Uplook,

(Established 1850) **Buffalo, N. Y.**

STAMPS FOR COLLECTIONS—Send for Bds. E. T. PARKER, Bethlehem, Pa.

ART PLATES FOR SALE—400 original half-tone plates of rarest photographs of World's Fair. Size 8x10. Entirely new. A bargain for book manufacturers, newspapers and magazines. Address "ART," care Printers' Ink.

JOHNSTON'S TALK.

I WANT to say a word to local advertisers this week. I will ask them to pick up a copy of their home paper and just glance at it.

It is more than likely that the first thing they see will be the ad of some foreign advertiser. In every conspicuous nook and corner they will notice those ads.

If they are careful observers they will see that foreign ads do not occupy much space, but still they show up to better advantage than the larger ads of local merchants.

The reason is that foreign ads are put in type and electrotyped by specialists—men who give great care and thought to advertising. I do much of this work for foreign advertisers, and I want to do the same for local merchants. Price, from \$2.00 up for setting up a 4-inch single-column ad and furnishing one electrotpe. Write me a letter about it. WM. JOHNSTON, 10 Spruce street, New York.

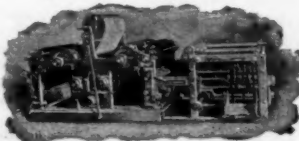
CENTENNIAL EDITION of the SOUTHERN STOCK FARM will be read by over 200,000 good farmers. Guaranteed circulation 50,000 copies. Ad rates low. All agencies. Forms close September 10.

South. Stock Farm, Nashville, Tenn.



**A SMALL MAN, A BIG BOY
AND**

THE NEW



MODEL WEB

A Triple Alliance that will produce 12,000 to 14,000 papers per hour.

Chicago. **CAMPBELL PRINTING PRESS & MFG. CO.,** New York.

WISCONSIN AGRICULTURIST,
RACINE, WIS.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** weekly guaranteed.



Mrs. James Taylor, who resides at No. 82 Bailey avenue, Kingsbridge, New York, on the 14th of December, 1894, said: "My age is 65 years. For the past two years I have had liver trouble and indigestion. I always employed a physician, which I did in this case, but obtained no beneficial results. I never had any faith in patent medicines, but having seen Ripans Tabules recommended very highly in the New York *Herald*, I concluded to give them a trial. After using them for a short time, I found they were just what my case demanded. I have never employed a physician since, which means \$2 a call and \$1 for medicine. One dollar's worth of Ripans Tabules lasts me a month, and I would not be without them if it were my last dollar. They are the only thing that ever gave me any permanent relief. I take great pleasure in recommending them to any one similarly affected."

(Signed), MRS. J. TAYLOR.

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

IT PAYS

TO ADVERTISE

. . IN THE . .

Harrisburg Telegram.

YORK, PA., June 8, 1894.

HARRISBURG TELEGRAM,

Harrisburg, Pa.

GENTLEMEN:—As I met with so great success through the advertisement that I placed in your paper last Sunday, I wish you would give me the benefit of this change as per the inclosed slip.

Yours very truly,

(Signed)

J. A. H. CAMPBELL.

Send for a Sample Copy.

Harrisburg Telegram,

HARRISBURG, PA.

Advertising Office:

517 & 518 Temple Court, New York.

C. E. ELLIS, Adv. Manager.

The Clouds Drop Fatness

The
Dull
Times
Are Over.

The National Tribune Pays.

That is why the best advertisers have used it for years.

Over 100,000 every issue.

No live business man will fail to advertise this fall.

Address **THE NATIONAL TRIBUNE,**
Washington, D. C.

Or **BYRON ANDREWS,**
Manager Branch Office,
World Bldg., New York City.

West of the
Rockies!

OVERLAND MONTHLY

Heads the List of First-Class

ADVERTISING

Mediums.

...FRANK E. MORRISON....

EASTERN AGENT,

500 Temple Court,

NEW YORK.

Tireless Workers

If you can use some tireless workers to make known to over

225,000 Families

every week that you have something to sell which it will profit them to buy, we offer to you the services of these papers. They speak at all times when the listener is willing to hear, often when he does not expect it, but never except with the voice of a trusted friend, whose words obtain instant acceptance. They talk in the Protestant denominations, and only to those people in them who have homes to keep up, children to rear, clothe, doctor and educate—the people who have money to spend for their needs, whose habits of life are such that they procure all the comforts, and most of the luxuries, of existence.

If you have something to sell them, take the trouble to write to us for information. It will only cost you a postage stamp to learn the price of the advertising, and all about the papers.

The Religious Press Association, Philadelphia.

Put
Them
on
Your
List

The Sunday School Times
PHILADELPHIA
Lutheran Observer
Presbyterian Journal
Ref'd Church Messenger
Episcopal Recorder
Lutheran
Christian Instructor
Christian Recorder

A Bona fide Subscription List
Reaches Homes.

...We Have It...

TRUTH

THE OLD CRITIC AND WORLD COMBINED.

The organ of the young Republicans
of Michigan. Published Sunday and
circulated in Detroit and throughout
the State.

Guaranteed Circulation of
...28,000...

For Advertising Rates address

BURCH & LaRIVIERE, Publishers,

42-44 Larned St., West, Detroit, Mich.

Texas Farm and Ranch

DALLAS, TEXAS.

WEEKLY.

THE TEXAS FARM AND RANCH is a Texas paper, and its circulation is mainly in Texas, but it has a large number of subscribers in Louisiana, Arkansas, Arizona, New Mexico and the Indian Territory. It is the official paper of every Texas State organization in the interests of Agriculture in all its branches. It has persistently barred its columns to all forms of advertising other than that of the cleanest and most desirable character.

The large manufacturers of agricultural implements who seek trade in Texas have branch houses in Dallas, and they have all united in signing the following:

"To those who intend advertising any clean, legitimate business in this section, we can heartily recommend TEXAS FARM AND RANCH as the best, most popular and widely circulating advertising medium in Texas."

This is certainly worthy of the consideration of any advertiser who wants to reach the farmers of Texas.

....REACH for the trade of TEXAS.
There is plenty of it.

The reach of Texas Farm

and Ranch will grasp it for you.

It Enters the Homes of the bulk of farmers and stockmen in Texas and surrounding States every week of the year.

J. C. RUSH,

SPECIAL EASTERN REPRESENTATIVE,
Times Building, NEW YORK.

DAYTON



Morning Times

4,500.

Evening News

9,500.

Weekly Times-News

4,500.

OFFERED ADVERTISERS AS BEING UNSURPASSED IN THEIR SECTION.
LONG ESTABLISHED, PROGRESSIVE, CLEAN FAMILY NEWSPAPERS.

MORNING TIMES, ESTABLISHED 1844.

EVENING NEWS, ESTABLISHED 1885.

WEEKLY TIMES-NEWS, ESTABLISHED 1808.

Attractive prices for space.

H. D. LA COSTE,
38 PARK ROW,
NEW YORK.

SPECIAL
NEWSPAPER
REPRESENTATIVE.

Persistent Advertising Pays.

COPPER COUNTRY EVENING NEWS,

CALUMET, MICHIGAN, August 24th, 1895.

PRINTERS INK JONSON, New York.

DEAR SIR :—About a year ago, through your persistent advertising, I was tempted to send you an order for a few cans of your job inks. At the time I had the faintest idea they would come up to the high priced inks we have always used in our office; whether they did or not our orders sent in since then will testify.

The above letterhead was printed with your Carmine. It speaks for itself. You can put us down as one of your regular customers.

Inclosed you will find draft for \$5.50, so please fill out the following order and ship by the Western Express *at once*, as I have let my inks run down pretty low and need them badly :

- 12 $\frac{1}{4}$ lb. Cans Fine Card Black.
- 2 $\frac{1}{4}$ lb. Cans Blue Black.
- 1 $\frac{1}{4}$ lb. Can Imperial Carmine.
- 2 $\frac{1}{4}$ lb. Cans Fine Light Blue.
- 1 $\frac{1}{4}$ lb. Can Brilliant Orange Yellow.
- 2 $\frac{1}{4}$ lb. Cans Magnesia White.
- 1 $\frac{1}{4}$ lb. Can White Silver Size.

By attending to the above order at once you will greatly oblige me.

Respectfully,

CLYDE S. MACKENZIE, Manager

The printers throughout the country much prefer to pay high prices for their inks on credit, rather than buy from me for cash. If the above order was purchased from any of my competitors, it would cost \$16.50, or three times what I have charged. My inks are guaranteed to be the best ever made by anybody, and if not found as represented I am always ready to buy them back. Give me a trial. Address (with check)

PRINTERS INK JONSON,

8 Spruce Street, New York.

My \$40 Job Ink Cabinet for \$12



These Cabinets are made in Oak, Walnut, Cherry, Mahogany, Ash or Birch woods, and are an ornament to any printing office. They contain a complete outfit of inks, including all the standard colors. With these at hand, a printer can mix any shade desired. My inks are guaranteed to be the best made, and will mix readily together.

THE CONTENTS OF THE CABINET ARE AS FOLLOWS:

		Usual Price.			Usual Price.
3-lb. Can of	Job Black.....	\$3.00	1/4-lb. Can of	Bronze Brown Lake.	1.25
3	" Label Blue.....	3.00	1/4	" Lemon Yellow, extra	
3	" Label Red.....	3.00		fine.....	.50
1 1/2	" Fine Card and Job..	2.50	1/4	" Persian Orange.....	.50
1 1/2	" Fine Bronze Blue....	1.50	1/4	" Purple Copying.....	1.25
1 1/2	" Lake Blue.....	2.00	1/4	" Lake Green.....	1.00
1 1/2	" Rose Lake.....	2.50	1/4	" French Green, dark..	.50
1 1/2	" Scarlet Bronze Red..	2.00	1/4	" Fine White.....	.75
1 1/2	" French Carmine.....	8.00	1	" Yellow Gold Size....	1.50
1 1/2	" Royal Purple.....	3.75	4 ounces of	Rich Gold Bronze...	1.25
1 1/2	" Typewriter Purple...	.75			
1 1/2	" Permanent Brown...	.75			
				USUAL PRICE.....	\$41.25

My competitors' usual prices for the above inks, sold on three or four months' credit, amount to \$41.25. My price for the whole outfit, including cabinet, is \$12. If you send one dollar extra I will deliver the cabinet to you, charges prepaid, by express, if distance is less than a thousand miles, and by freight to greater distances.

Address **PRINTERS INK JONSON,**
8 Spruce Street, New York.

More Circulation And Less Than Half Their Rate.

The circulation of the Washington EVENING STAR is more than that of the three other Washington dailies combined, and yet its rate is less than half of that of the three papers added together.

THE STAR

covers the city of Washington completely. It goes to 82½ per cent of all the occupied houses. It charges but 7½ cents per line for 10,000 lines to be used within one year.

L. R. Hamersly,
New York Representative,
49 Potter Building.

AS YOU LIKE IT.

There are many advertisers whose business is confined to certain sections of the country, and to advertise outside of such sections would be a useless expense. The co-operative system of advertising, as conducted by its originators, The Chicago Newspaper Union, fully meets the requirements in all such cases. Each list shown in our catalogue is separate and distinct, and an advertiser can select the particular list that reaches the territory in which he wishes his advertisement to be read. Our combination is made up of nine separate divisions, each complete in itself, as follows :

The Chicago Newspaper Union List, of 422 papers, circulates in the States of Illinois, Iowa, Michigan, Wisconsin, Indiana and Missouri.

The Fort Wayne Newspaper Union List, of 169 papers, circulates in the States of Indiana, Ohio and Michigan.

The Indiana Newspaper Union List, of 105 papers, circulates principally in the State of Indiana.

The Sioux City Newspaper Union List, of 205 papers, circulates in the States of Iowa, South Dakota and Nebraska.

The Sioux City Independent Union List, of 160 papers, circulates in the States of Iowa, South Dakota and Nebraska.

The Nebraska Newspaper Union List, of 74 papers, circulates in the State of Nebraska.

The Milwaukee Newspaper Union List, of 104 papers, circulates principally in the State of Wisconsin.

The Wisconsin Publishers' Union List, of 61 papers, circulates principally in the State of Wisconsin.

The Standard Newspaper Union List, of 110 papers, circulates exclusively in the State of Illinois.

The papers contained in the above Lists are the PEOPLE'S HOME NEWSPAPERS, the best of their class, and circulate largely in the sections in which they are located.

For catalogue and information, address

CHICAGO NEWSPAPER UNION,

93 South Jefferson Street,
CHICAGO, ILL.

OR,

10 Spruce Street,
NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

Mr. J. H. Ambruster, of Denver, Colorado, has been sending me some advertising matter of the Windsor Hotel at Denver. Much of this is very good, and a good deal of it is prepared on the time-honored principle of grabbing a good thing when you see it. One method used is the distribution of telephone pads with a strip of glue on the back to stick them fast to the telephone. The hotel also uses reading notices of a very attractive character and publishes a little booklet with which to answer inquiries.

One of the best of the reading notices I have seen is the following, which I think requires no explanation. It has all the ear marks of the genuine news item, except the last four words. The information conveyed here ought to be put in another form.

FIVE IGNORANT BANKERS.

A letter was recently received from a gentleman in Lowell, Mass., who asked for some light on the currency question, saying that the subject seemed to be very little understood in his section of the country.

He had called on five of the leading bankers in Lowell and asked them what was meant by the "free coinage of silver."

The first banker said he did not know.

The second said its meaning had not been defined, or, rather, that it was not settled just what it did mean.

The third said that if a person took 412½ grains of silver to the mint it would be coined into a dollar for him.

The fourth said that any person taking a dollar's worth of silver at the market price to the mint could have it made into a dollar for him.

"The fifth," says the Lowell man, "was so muddled that I could not make out what he meant."

Finally he came into possession of a copy of the new silver educator, issued by the Windsor Hotel, Denver, which fully enlightened him on the subject. Send for one. Free.

* * *

Lord & Thomas, of Chicago, have sent me one of the most pleasing pieces of printed matter that I ever saw. It is a square book, seven by eight inches, printed on hand-made paper, in the new Jensen type. There are black initial letters and red side-

heads. The type matter is four and one-fourth by three and a half inches, and is placed in one corner of the page, so that on one side and the bottom the margin is two inches wide, while at the top and on the other side it is one inch. The book is entitled "America's Magazines and their Relation to the Advertiser." It is, of course, an advertisement of the business of Lord & Thomas. It also contains advertisements of the leading magazines. Every advertiser ought to have a copy of this book, and every lover of good printing will delight in handling it.

* *

THE LAWRENCE SANITARIUM,
1117 to 1121 FIRST AVENUE, SOUTH,
MINNEAPOLIS, Minn., Aug. 24, 1895.

Mr. Charles Austin Bates, 1414 Vanderbilt Building, New York, N. Y.:

DEAR SIR—Inclosed I send you a few sample ads which we have used in papers circulating throughout the Northwest. What do you think of them for business catchers—that is, probable catchers? We know what the actual results were. In formulating these ads I have endeavored to follow out the "Bates Idea" of being honest, and while many of our sticklers for the code of ethics have denounced us as quacks, fakes and humbugs (because we advertise), I have noticed that the suspicious farmer has faith in us, if I am to judge from the quantity in which he comes to us for treatment. We are just beginning to realize the benefits of advertising, having heretofore depended upon the support of our professional brethren—a support which we found decidedly pernicious to our business health, and have decided to cut loose and let the suffering people of the Northwest know that we are on earth, and what we are here for. As a reformed newspaper man I essayed the task of preparing a few ads which have been used as feelers, dictating the style of type and composition. But writing ads for seven physicians, surgeons and specialists is no easy job when one considers the multitude of aches and pains they cater to, and in order to facilitate matters I have bunched their work under various special headings, and advertised them as one would a bargain store. Of course there are certain diseases which we feature, as ruptures, cancers, tumors, deformities, etc., which are well known to the public, and have been harped upon more or less by advertisers for the past twenty years.

You will notice that in most of the ads of a special nature I have incorporated a brief notice of our methods of treatment, home treatment and special literature which we send to all correspondents. Lately we have

dropped this style and used a smaller space with a heavy border to catch the eye. Our ads have been run in the English, German, Danish, Swedish and Finnish papers, using the same style of composition in all, and typographically they look well in all languages, and seem to have about equal drawing qualities. RALPH ST. J. PERRY.

Dr. Perry has certainly "taken the bull by the horns." Some of the ads sent are very striking, and I should think they would give a decided shock to the sensibilities of the "regular practitioner."

This little ad, for instance, strikes right straight from the shoulder:

RUPTURE

Cured for \$50.

No money paid until cured; No Knife; No Pain; No Danger; hundreds have been cured by our methods. If you are afflicted call or write to us. We can cure you.

Lawrence Sanitarium,

1123 First Ave.,

S. MINNEAPOLIS, MINN.

There is no nonsense about it at all, and it wastes no time in going to the point. I do not really see how this space could have been made use of with very much more effect. However, I think most of the ads would be better for a little toning down. For instance, here is the top of one which I never would have published. It may

"Out of Sight"

Tells just where the seat of all your trouble often is. Your aches and pains, fainting spells and general debility are all reflex symptoms due to obscure causes. Come and let us find the cause and remove it, then you will feel "out of sight." All cases treated by specialists.

be that it is all right for the class of people at whom it is directed, but there is another, and a very large class, to whom it might very easily give offense. This is something that cannot well have too much consideration. An offensive ad narrows the field of the advertiser. He loses absolutely those to whom the ad does give offense, and his constituency is reduced to the comparatively small

number whom the expression happens to strike very hard.

Care in this particular is all the more important in the advertising of physicians. As soon as the ads appear they will be met with the cry of "quack" and "humbug," and if their ads have anything flippant or cheap looking about them, it will apparently give their accusers something to hang their statements to.

Here is part of an ad that is better,

Skin Diseases.

"Full many a rose is born to blush unseen,
And waste its sweetness on the desert air."
Some skin disease may make her seem unclean,
And spoil a face which otherwise was fair.

Lots of people are ashamed of their faces, others are bothered with annoying skin affections, and for some life is made miserable by the intolerable itching, burning, scalding and other painful symptoms of their disease. Some skin diseases are harmless and easily controlled; others are chronic, malignant and dangerous. What kind is yours? Better come and see our specialist about it.

but there is a point in advertising an institution of this kind that Dr. Perry seems to have almost overlooked. A staff of specialists certainly have a better chance to cure a man than one doctor who does all seven things. An association of physicians like this one seems to be has everything in its favor. Its advertising can be of such a character that its advantages cannot be well gainsaid. It has advantages to offer, and it is only necessary to offer them in an honest, dignified, convincing way to make the offer successful. There is a great deal more reason for an association of specialists to advertise than there is for one doctor to advertise. Under existing conditions, one doctor cannot hope to reform the world. He cannot make a success of advertising himself when the impression is so strong that doctors should not advertise. On the other hand, an association of specialists has such decided advantages to offer that they can afford to commence and continue the fight with non-advertising physicians. They have right and reason on their side. They can be absolutely honest in their statements, and yet offer such inducements as no reasonable man can pass without consideration. I know of very few enterprises which have so many or so strong talking-points as institutions of this kind.

RETAIL ADVERTISING.

KASSON, Minn., July 17, 1895.

Charles Austin Bates, New York City:

DEAR SIR—We inclose one of our ads for criticism in your department of PRINTERS' INK. It occupies the upper right-hand corner of the first page, and is the only one that is published on that page.

We find the retail department of PRINTERS' INK exceedingly valuable in the preparation of our advertising matter. Yours truly,

E. E. FAIRCHILD & SON.

Opticians seem to be advertising more now than they ever did before. At least, I see more good ads in this line than I ever did before.

One sent me by Fairchild & Son is particularly well displayed, easy to read, and attractive. The matter in the ad is not at all bad, but the last part of it is trite. An optician had very much better advertise his own skill and judgment in fitting the right lenses to the right eyes than to try to make people believe in the superiority of his lenses. There isn't one optician in a hundred, I believe, who grinds his own glasses. He buys his stock where every other optician buys his stock, and his superiority, if it exists, must lie in knowledge of his business, in careful conscientiousness, in filling oculists' prescriptions, and in serving casual customers.

Fairchild & Son say: "The frames fit the faces and the lenses fit the eyes. That's the kind we sell." If this is true, it isn't the frames or the lenses that make it true, but it is what Fairchild & Son do with the frames and

HEAD ACHES! EYES FEEL BAD!

You lay it to the heat. Partly right. The hot sun is hard on the eyes and weak parts give out. Other parts try to do their work and fail.

YOU CAN BRACE UP

Those weak parts with the right glasses. The ones where the frames fit the face and the lenses fit the eyes. That's the kind we sell. Let us prove it to you.

E. E. FAIRCHILD & SON.

lenses. The frame that would be right for one face wouldn't be right for another, no matter how good it was, and it is the faculty of discrimination that should be advertised.

Don't be afraid of being egotistical, or of being called an egotist. Every man in business is an egotist, or ought to be. If he doesn't believe in his ability to serve people better than his competitors, he really has no excuse for expecting their trade. If he doesn't believe in himself, he isn't honest in offering his services to others.

All egotists do not succeed, but I believe all successful men are egotists.

Don't be afraid to use the first person singular in your ads.

It gets you closer to your reader.

**

"THE MEDFORD MAIL."

MEDFORD, Otc., July 20, 1895.

Charles Austin Bates, Esq., New York, N. Y.:

DEAR SIR—We hand you herewith proof sheet of a couple of ads which will appear in the next issue of the *Mail*. What do you think of them from a mechanical standpoint and as the product of a country shop? We pride ourselves on originating new ideas in ads, and aim never to set two ads alike or similar in any one respect.

We notice one of our exchanges used leaves from PRINTERS' INK for paper wrappers. Upon looking over the ads contained in the paper, we conclude they could use the little ad helper to a better advantage.

Please give us your opinion on the inclosed proofs. Yours respectfully,

BLITON & YORK.

A great many things must be considered before an advertisement can be pronounced good. An ad that costs more than it is worth certainly is not good, no matter how artistic it may be. Good advertising is the kind that is profitable, no matter what it looks like.

The advertisement sent me is certainly set up in a clean and attractive way. It would be seen in the ordinary newspaper. There is no question about that. It is eight inches double column. It would be pretty hard to put an ad into that amount of space and not have it seen. As a piece of job printing, this ad is very good. Am sorry that I have not room to reproduce it. It is full of borders, and dashes and ornaments, but these are used with judgment. As they happen to be in a newspaper ad it was bad judgment. If it had been for the cover of a program, or for something of that nature, the judgment would have been good. The compositor's time on this ad probably cost more than the advertiser paid for the space. If the advertiser paid for the composition he was foolish, because a plain ad would have

been just as good—perhaps it would have been better.

Advertisers complain of the difficulty of getting display from a country printing shop. Now, I have never seen an outfit of type in an office so bad that good display could not have been gotten out of it. I don't mean fancy display—I mean merely display.

"The way to display an ad is to display it."

Display means prominence; it doesn't mean prettiness, although sometimes prettiness is prominent. When an ad catches your eye it is well displayed. If it stands out of the mass of ads, it is well displayed. The display lines may be set in French Clarendon—which is the ugliest type that ever was cast—and yet, if it is a prominent ad, that is proof positive that it is well displayed. Display means prominence, and it doesn't mean anything else. A well-set ad is one that is prominent; it doesn't make any difference whether it is pretty or not. If it is prominent and looks readable, that is all that need be.

In some papers an ad must be handsome to gain attention. Sometimes the nature of the goods makes a pretty ad more effective than a plain one. This is purely incidental, however, and has nothing to do with display. If the country printers will stick to plain type, and perhaps one simple border around the ad, they will have no trouble about getting a good display. Three kinds of display type are as much as ought ever to go into an ad, and two kinds are better—one kind is better yet. Only a very exceptional ad should have more than three lines of display in it, two lines are better—one line is best.

Let the display be simple and strong; let the type and the white space contrast in bunches; concentrate the white space so that it can be seen. If you scatter type all over it nobody will know it is there.

* *

WALTER PULFORD.
WINNIFRED, Mar., July 24, 1895.

Mr. Charles Austin Bates, New York:

* DEAR SIR—I have received much benefit and advertising training from your "Department of Criticism," for which please accept my thanks. I would judge that not many druggists submit advertising to you for criticism, so I have been moved to send you a copy of a booklet pertaining to my business, recently issued by me and distributed from house to house in this city. What do you

think of it? I feel certain that whatever you may say will be helpful. Yours respectfully,

WALTER PULFORD.

The booklet sent should have been cut up into three or four booklets. It is entirely too long and I don't believe people will read it. The title page is, I think, likely to be offensive. It is just a trifle too "smart." It says, "You don't know everything yet. Read this and get nearer to it."

Now, a man may be willing to admit that he doesn't know everything, but he doesn't like to have another man tell him so. He doesn't like to be commanded to do something in which he has no interest. I think it would be a great deal better to say something like this:

"There is some information in this book, possibly it is information you would like to have."

The sub-title of the booklet is "A Druggist's Story," and the particular trouble with it is that it has three or four times as many words in it as it ought to have. One example of this will be enough to show what I mean:

Quinine.—For instance, many would like to learn more about Quinine—why it has held its place in public favor so long, the many uses it has, where and how made, its origin, output, etc. The history of this medicine, which sold during the American war as high as \$23.00 an ounce, would make a little book of itself. Interesting as it is, it would take too much space to dilate upon it here.

Here are seventy-five words used and only one interesting thing told. This could have been told in ten words, "During the American war, quinine sold at \$23 an ounce."

If the rest of the space had been used to tell something more about quinine, it would have been more to the point; but to use sixty-five words to say that you are not going to say anything is certainly misdirected effort.

There are plenty of good things in the book, and the thing it needs most is boiling down.

On the inside back cover is this little ad, which may perhaps be useful to other druggists:

If You Want an ordinary Perfume you can get it at any drug store, but if you're looking for something extra nice, why, of course, you go to PULFORD'S DRUG STORE, where there are always so many kinds of delicious odors to choose from. It's a delight to be able to take a little time getting your pick from perfumes which remind you of a veritable flower field.

READY-MADE ADS.

[I] do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For Hats.

"UNEASY LIES THE HEAD THAT WEARS A CROWN," BUT

Easy Is the Head

That wears one of our hats. We have them in all sizes, shapes and colors. If you have failed to get suited elsewhere, try us. Our "Dunlap" and "Trilby" blocks are the correct styles. You should ask to see our Shepherd Handle Umbrellas.

For Shoes—(By W. E. Cummings).

TAN SHOES.

First in style.
First in wear.
First in fit.
First in the hearts

Of shoe-buying men.

The easiest and best wearing Tan Shoe in the city for the money; the latest chocolate and coffee shades. The new Yale opera and needle toe; 3 distinct qualities. \$4, \$5 and \$6 a pair.

Our way of fitting a shoe gives you comfort. Easy to walk in, easy to buy.

For Clothing.

You're Better Off

With one of our \$10 suits than to pay \$12.50 somewhere else. Just \$2.50 saved—clear as a whistle. This is another pride point with us. We're determined to have the best line of \$10 Suits that's shown in this country. We're careful of what fabrics we use—careful of the trimming—careful—very careful of the making.

Here are four samples of what you may expect—

For Shoes.

POINTED
SHOE TALKS.

When a man wants to be well dressed, he looks well to his feet. It matters not how well he may be dressed otherwise, he is not "all there" unless he be neatly shod, and he makes no mistake when he comes to us expecting to be fitted with the latest style shoe. This is the NEW DERBY TOE. It comes in lace and button, in either tan or patent leather, and a "Five Dollar William" is all it costs.

The shoe is so made that no fluency of language is required to sell it.

Come in and be fitted.

Yours Shoely,

For Lamps—(By Henry Holmes).

The Day
of the Candle

has gone and the night of the lamp has come. All kinds of lamps are in our stock. A very pretty and good one is ———, which we will sell for one week only at ———.

For Dry Goods.

WHO ARE THE
28 SHREWDEST
WOMEN IN TOWN?

Here's our way of finding them. We select from our splendid stock of stylish, perfect fitting Duck Suits, all in the most desirable styles of the present season, twenty-eight costumes, and cut the prices to figures that no woman who needs a new dress can resist.

Four shrewd women will each get a regular \$3.50 suit for \$2.38. Seven sharp women will each get one of a line of suits that were marked \$5.50 for \$3.79. Nine bright women will each make a selection from a line of suits marked \$6 for \$4.28.

Eight sagacious women will each wear away an \$8.50 suit, and the bill thereof will be only \$5.37. Buy one of these Duck Suits and wear it with pride and satisfaction. We expect to close them all out in a single day, but if any are left over you can have them at the above-mentioned prices. But if you want one very bad you had better hustle all you can.

For Trunks.

Here's a Trunk

A DRESS TRUNK—that ladies will particularly appreciate. It solves satisfactorily the problem of packing away the "big sleeve" waists without crushing them. Four 40-inch trays, long enough to make it unnecessary to fold a skirt, and hat compartments in the bottom. TRUNK STRAP and LETTERING FREE.

For Pianos.

WE DON'T TALK
MUCH

about our "reputation"—that is established and we don't "have to." Nor do we say much about "owning" our goods—all good business houses do that. What we DO talk

ABOUT

is our Pianos. We have beyond question the three finest Pianos in three grades in the city, if we do say it

OURSELVES

and you can't help being pleased if you call and see them.

MADE ITS MARK



The Omaha Bee

Has made its mark. This is because it thoroughly covers its field. Not a city or town in the great State of Nebraska where the Daily and Sunday cannot be found; not a farm-house or hamlet in which the Weekly is not read. Also adjoining territory in Iowa, Kansas, Missouri and the Dakotas. It is up-to-date in everything that makes a newspaper great. It enjoys the confidence of its readers, and is a power of good to its advertisers.



Known Circulation :

Daily, Exceeding	.	10,000
Sunday, "	.	20,000
Weekly, "	.	35,000

A. FRANK RICHARDSON,

Chamber of Commerce,
CHICAGO.

Tribune Building,
NEW YORK.

32 per cent More Advertising

printed in THE EVENING POST during 1894 than appeared in any other New York evening paper. The excess in 1893 was 25 per cent.

654 More Columns

of advertising printed in THE EVENING POST during 1894 than in 1893. An exceptional record.

Nine Times Out of Ten.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting THE EVENING POST. No other has so large an advertising patronage. In influence and respectability it easily takes the lead."—*Printers' Ink.*

Publication Office:

206-210 Broadway, - - New York.

The Kansas City Star's Supremacy In Its Field

is due to the fact that, besides being one of the best edited, cleanest, and handsomest newspapers in this country, it has always stood for the true interests of the region for which it is published.

It stops at no expense in the collection of news and its staff is recognized as among the foremost in metropolitan journalism. It was the first paper in America to build and occupy exclusively a modern building adapted to the requirements of a great newspaper.

The measure of its success is shown by its local advertising patronage, which exceeds that of all other Kansas City publications combined, and by the fact that to print its 60,000 Daily and Sunday, and its 110,000 Weekly editions, requires **Three Double Perfecting Presses**, built for it by R. Hoe & Co. at a cost of \$105,000.

Chicago Office,
1320 Masonic Temple,
W. T. Davis, Mgr.

New York Office,
80 Times Building,
Frank Hart, Mgr.

Every Employee

should be better skilled in his particular branch of your business than you are. You expect it of him. Division of labor—every man to his specialty—that brings success.

If you employ us to prepare and place your advertising you will find it more profitable than taking up your own time with the details.

We have had twenty-five years training in this work. Write

LORD & THOMAS,



Newspaper and
Magazine Advertising,
45 to 49 Randolph St.,
CHICAGO.

Two Great Facts

That we are trying to impress upon
advertisers :

Northwestern Crops Are Immense.

Only once before in many years have they
been so good.

St. Paul Globe

BEST

For covering the field thoroughly for least
money.

New York Office: 517 & 518 Temple Court.

C. E. ELLIS, Manager.



GOLD
OR
SILVER....
WHICH
WILL
YOU
HAVE?

Colorado has them both ;

also several side lines of wealth, such as coal, iron, extra fine fruit and potato lands, oil fields, etc.

What more does an enterprising advertiser want ?

A well established newspaper that reaches all these sources of wealth, of course. The

Denver · Republican

is that kind of a newspaper. It has a circulation of

21,000 Daily and 30,000 Sunday.

Its rates are fair and reasonable. Its readers have money to spend. There is no mushroom growth about it. It has no equal west of the Mississippi.

S. C. BECKWITH,

Sole Agent Foreign Advertising.

The Rookery, Chicago.

Tribune Bldg., New York.

*Street
Car*

ADVERTISING

AS
EXEMPLIFIED
BY

CARLETON

AND

KISSAM

IS THE KIND THAT

PAYS

The very best system.

The finest appearing cars.

Uniformity of display everywhere.

Full-time cars—You get what you buy!

Eighteen branch offices with experienced employees.

Service absolutely approached by none!

Over twenty years' personal experience and record with America's greatest advertisers.

Such are a few of the claims of

Carleton & Kissam,

LARGEST STREET CAR ADVERTISING FIRM
IN THE WORLD.

50 Bromfield Street, : : Boston.

253 Broadway, : New York City.

— **THIS**
DIAMOND. —



— **MEANS**
VALUE —
TO ADVERTISERS.

~~~~~  
**E. T. PERRY,**

MANAGER FOREIGN ADVERTISING DEPARTMENT.

**53 Tribune Building,  
NEW YORK.**

**66 Hartwood Building,  
CHICAGO.**